



NEWS
FOR IMMEDIATE RELEASE

Press contacts:
Brian Ludvigsen 770 241 8810
Robert Schaefer 631 643-5466

**Schneider Cine-Digital Anamorphic 1.33x M Lens solves home theater
Cinemascope® problems associated with today's larger diameter zoom lenses.**

*Eliminates vignetting and shadowing often found at limits of short throw ratios
and enables both closer projector placement and wider screen image.*

Van Nuys, CA, March 2, 2009 – Schneider Optics, the well known lens and professional filter manufacturer, now enables digital home theatre owners to achieve incredible full-screen Cinemascope® images and eliminate “letterboxing,” with the Cine-Digital Anamorphic 1.33x M Lens, even with today's larger primary zoom lenses.

Letterboxing refers to the black bars that appear above and below the image when a 16:9 projector with a conventional lens projects a Cinemascope® movie. The Cine-Digital Anamorphic 1.33x M Lens enables 16:9 aspect ratio digital projectors to create full-screen 2.35:1 (Cinemascope®) images on superwide format home theatre screens. With all of the projector's pixels being used, the black bars are eliminated and the resulting image fills the full height and width of the screen with images of superior brightness and maximum resolution.

“As projector lens sizes have increased, the limits of smaller anamorphic lenses preclude their use in the close projector mounting positions required in many home theaters.” Explained Schneider Optics CEO Dwight Lindsey. *“Our medium-sized Cine-Digital Anamorphic 1.33x M Lens solves this problem by enabling shorter throw ratios and sharp images that fill screen height and width perfectly with Cinemascope® movies.”*

The Schneider Cine-Digital Anamorphic 1.33x M Lens is 9% larger on the entry side, and 25% larger on the exit side, compared to Schneider's industry leading standard 1.33x lens. As a result, it accommodates many of the larger primary zoom lenses and provides home theater dealers and installers with the ability to meet the Cinemascope® needs of more customers by enabling projector placement two to four feet closer to the screen.

Schneider anamorphic lenses are considered to be the finest in the world by commercial theater owners everywhere. It is very likely that the Cinemascope® movies you have watched in your local theater were projected using a Schneider anamorphic lens. Now, any home theater owner can enjoy the incredible full-screen images provided only by a Schneider anamorphic lens.

[MORE](#)

Mounting made simple.

To make it fast and easy for installers to mount a Schneider Cine-Digital Anamorphic 1.33x M Lens, the new Kino-Torsion M Deployment System bearings and lens brackets are designed specifically to accommodate the increased lens size. As a result, a Schneider Cine-Digital Anamorphic 1.33x M Lens simply screws into the Kino-Torsion M bracket without the need for adapter rings or additional hardware. The Kino-Torsion M has simple, direct and secure adjustments for displacement, pitch and roll to provide easy precision lens alignment. Automatic deployment is activated by a 12-volt trigger or contact closure.

Kino Torsion M readily mounts to plates for many projectors, including those offered by JVC, Meridian, Pioneer, Planar, Viewsonic, and others.

The Schneider Cine-Digital Anamorphic 1.33x M Lens and Kino-Torsion M combination can help any dealer or installer grow their business. Add that to the proven capabilities of the standard Schneider Cine-Digital Anamorphic 1.33x lens, Kino-Torsion and Kino-Linear Deployment Systems, and the soon-to-be announced Cine-Digital 1.33x XL lens, and there is virtually no home theater Cinemascope® projection problem that Schneider cannot solve.

A wealth of information on digital home theatre is available at www.schneideroptics.com, including “PowerPoint Presentations on Home Theatre Anamorphic Conversion” and “A Brief History of Wide-Screen,” as well as a “Projector Minimum Throw Ratios Chart” to help determine the optimal projector placement of the Cine-Digital Anamorphic Lens in any room.

The Schneider Cine-Digital Anamorphic 1.33x M Lens has an MSRP of \$6,635 and The Kino-Torsion M deployment device has an MSRP of \$2,350. Both are available for immediate delivery.

World-Renowned Quality

Schneider Cine-Digital lenses set a new standard for lens performance in Digital Cinema and large-venue, high-brightness digital projection applications. They are designed and tested to be brighter, sharper and more uniform than any other lenses for digital projection. All Schneider lenses for digital projection systems are built to the same high standards that have made Schneider lenses for film projection world-renowned for superior sharpness, highly-efficient light transmission, low distortion, and faithful color rendition.

About Schneider Optics

Schneider Optics is a leading manufacturer and distributor of photographic equipment. It provides the world’s highest quality photographic optics, including Schneider professional cinema projection lenses, home cinema projection lenses, world-renowned Schneider filters for motion picture and television production, B+W filters, and a wide range of lenses and accessories for digital and film photography and video.

For more information contact Schneider Optics, Inc., 7701 Haskell Avenue, Van Nuys, CA 91406 USA. TEL: +1 800 228-1254; FAX: +1 818 505-9865; projection@schneideroptics.com or visit www.schneideroptics.com. To contact Brian Ludvigsen directly call +1 770 241 8810 or email BLudvigsen@schneideroptics.com.

MORE

Cinemascope® is a registered trademark of 20th Century Fox Corporation.

Editor please note: High resolution files for the images below are available.



Schneider Cine-Digital Anamorphic 1.33x M Lens solves home theater Cinemascope® problems associated with today's larger diameter zoom lenses. *Eliminates vignetting and shadowing often found at limits of short throw ratios*



Schneider Cine-Digital Anamorphic 1.33x M Lens shown attached to the Kino-Torsion M Deployment System prior to mounting on projector. The Kino-Torsion M has simple, direct and secure adjustments for displacement, pitch and roll to provide easy precision lens alignment. Automatic deployment is activated by a 12-volt trigger or contact closure.

END