

Press Release

ISCO4all: New Lens Set wins “Gear of the Year Award 2022”

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Schneider-Kreuznach's next reason to celebrate: Its newcomer ISCO4all has just been honored with the popular “Gear of the Year Award 2022” by the international magazine Pro Moviemaker. The first full frame lens set for both anamorphic and spherical footage has won in the category “Innovation of the Year”. It is already the second award for the newcomer that has just been launched four months ago.

“What a fit. That ISCO4all has been chosen as ‘Innovation of the Year’ is a particularly great honor and joy for us.”, marks Claudia Baier, Product Manager Cine at Schneider-Kreuznach, and adds: “This overwhelming success encourages us to keep working on practicable solutions for our lens set to make it even more attractive to film makers and enthusiasts. We want them to enjoy working with ISCO in their creative process.”

One example for this continuous improvement is the construction of the ISCOspherical Focus Lock, which enables users to fix the focus distance of the lenses while using them with the ISCORAMA 54 CU-1.5x adapter. Furthermore, the PL-Mount Kits add more variety to the suitable camera types and the multiple ISCORAMA 54 adapter rings are available as a full set or single products. To be continued...

More on www.schneiderkreuznach.com

About ISCO4all

ISCO4all combines three stand-alone spherical cine primes and an anamorphic front adapter. The adapter ISCORAMA 54 CU-1.5x is considered a true classic among anamorphic film fans. And while its vintage look remained the same, the modern version shows upgrades such as a reduced closed focus distance of 1.4 m, clarity improvement and a 0.8 gear ring. The three compact ISCOspherical A+ cine primes complement the set with focal lengths of 43, 58 and 85 mm and a 2.4 T-stop. They are a Schneider-Kreuznach version of the Dulens Mini-Primes and made to match the ISCORAMA-style. That is why the lenses are provided with an ISCOspherical Amber-Coating (A+) that creates particularly authentic flares, if desired. Selected accessories complete the set, which comes along in a handy hard case.

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About the Schneider Group:

The Schneider Group is specialised in the development, production and manufacturing of high-performance lenses as well as filter systems for the industrial, film and photo sectors.

The main brand "Schneider-Kreuznach" stands for leading technology from Germany for decades. Our applications in industry include optical inspection and 3D measurement.

In the film industry, we have won the Scientific and Technical Award (so-called „technology Oscar“) several times with our products, and photographers appreciate our B+W filters.

The Schneider Group includes Jos. Schneider Optische Werke GmbH, founded in Bad Kreuznach in 1913, the subsidiary of the same name in Singapore, and the companies Schneider Optics (New York, Los Angeles), Schneider Optical Technologies (Shenzhen) and Schneider Asia Pacific (Hong Kong). The Schneider Group employs around 500 people worldwide, 315 of them work at the German headquarter.