

Press Release

Schneider-Kreuznach True Streak® filters created unique lighting spectacle during the "Big Game" Halftime Show

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Schneider-Kreuznach's True-Streak® filters that mimic anamorphic-style optical streaks were used during this year's "Big Game" halftime show to create dramatic lighting effects.

The Big Game Halftime Show in Tampa, FL, was shot in a unique way this year: Instead of the audience seated in the stadium the production team had the television viewer in mind. This creative change in perspective made it possible to use tools and techniques that are usually reserved for on screen content rather than an on-stage live performance as well as to create a cinematographic look.

The artist wanted beams of light to streak skyward from the dancers' hands during the performance. However, the production team could not find any portable powerful light sources to produce the desired effects. They turned to the Schneider-Kreuznach True-Streak® filters. This let not only the stage and field lighting but also the portable lights held by the dancers shoot skyward during the medley of songs performed by Megastar The Weeknd.

Aaron Cooke, James Coker and Adam Kirschhoffer of DCC confirmed the use of the True-Streak® 1mm filters being used in their production of the Halftime Show by saying: "James and I can confirm that we used the Schneider Optics 1mm True-Streak® filter for the (Big Game) Halftime show. The execution of the effect was based on a concept the artist had in mind which there was no practical way to achieve the look. The streak filter, turned vertically, achieved what could have been done no other way. We tested 3mm, 2mm, and ultimately settled on the 1mm filters for the desired effect."

Piet Thiele, Head of Business Unit Photo/Cine at Schneider-Kreuznach: "It is thrilling to see creatives using our tools to achieve their vision no matter what the scale of the project. Digital Cinema Collective did a wonderful job creating a memorable Halftime Show. Congratulations on a job well done".

Schneider-Kreuznach, with its subsidiary Schneider Optics Inc. is a world market leader in manufacturing lenses and optical filters for technology and entertainment companies.

About the Schneider Group:

The Schneider Group specializes in developing, producing and manufacturing high-performance lenses and filter systems for industrial applications, cine and photography. It also offers high-quality precision mechanics and servo hydraulics. The company's main brand "Schneider-Kreuznach" stands for state-of-the-art technology from Germany. The group has been a world market leader in the field of high-performance lenses for many years. The Schneider Group consists of Jos. Schneider Optische Werke GmbH founded in Bad Kreuznach in 1913, and its subsidiaries PENTACON (Dresden), Schneider Optics (New York, Los Angeles), Schneider Asia Pacific (Hong Kong) and Schneider Optical Technologies (Shenzhen). The Schneider Group has around 500 employees worldwide, including 315 at its German headquarters.

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