

Press Release

Schneider-Kreuznach introduces ISCO Family

ISCO4all goes “mix and match”

BAD KREUZNACH, June 1 2023

It has been a year since the launch of ISCO4all, the world’s first set for both anamorphic and spherical footage. And with the Cine Gear Expo opening its gates in LA, the manufacturer Schneider-Kreuznach has got some news to share.

“We have been in a constant exchange with our users. It is thanks to their feedback that we have now decided to turn our ISCO4all product range into a flexible and yet broader concept.”, states Piet Thiele, Head of Business Unit Photo/Cine.

For sure the biggest surprise is that, from now on, all the ISCO4all articles are available as single components, which can be purchased and combined individually. This new “mix and match” system not only applies to the accessories but is also explicitly valid for the main products: The anamorphic front adapter ISCORAMA 54 CU-1.5x and the three spherical cine primes ISCOsphericals A+ EF in focal lengths 43, 58 and 85 mm.

Simultaneously, Schneider-Kreuznach has created two cost-effective sets.

ISCO4all A+ is the upgrade of ISCO4all. Like its predecessor, this full package also combines the ISCORAMA adapter with the three ISCOsphericals A+ EF. However, the accessories have been complemented by a Focus Lock and user-changeable PL-Mount Kits for each focal length. Thus, the spherical lenses can be converted from EF- to PL-Mount, which makes them compatible for numerous different camera types. ISCO4all A+ is delivered in a handy hardcase.

The new set ISCO2all can be seen as the basic set for anamorphic and spherical shooting. It is available in three versions and combines the ISCORAMA anamorphic adapter with one ISCOspherical of choice (focal length 43, 58 or 85 mm). Due to the new individualized mix and match system, an upgrade by spherical and/or anamorphic lenses as well as accessories is always possible.

For more details, just visit Schneider-Kreuznach at Cine Gear Expo in LA or check the ISCO Family portfolio online: www.schneiderkreuznach.com/en/cine-optics

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About ISCO:

ISCO is a Schneider-Kreuznach brand, which was famous for its anamorphic solutions. In fact, the current ISCORAMA 54 CU-1.5x is a modern and upgraded version of the ISCORAMA 54 built by ISCO in the 1960s. With the comeback of this legendary lens, Schneider-Kreuznach has also revived its old brand ISCO.

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.