

Press Release

Schneider-Kreuznach Announces True-Streak® Rainbow Filter

BAD KREUZNACH, 2 February 2018

Due to the popularity of True-Streak® filters that mimic dramatic *anamorphic-style* optical *streaks*, acclaimed lens and filter-maker Schneider Kreuznach introduces a unique new version for creative in-camera effects. When placed in front of the lens, these filters allow the lens, anamorphic or not, to simulate the streak effect, displaying eight brilliant colors. The True-Streak Rainbow filter incorporates proprietary techniques that merge eight single colors to seamlessly flow from one to the next, creating a beautiful effect reminiscent of the multi-color flares on uncoated lenses. Depending on the lighting, the effect can make this filter go from subtle beauty to a dramatic, bold streak. Cinematographer Adam Beck explains, "The beautiful transition of colors within the flare gives the image another layer of complexity to my shots. It's a uniquely creative tool that I want to have in my arsenal, allowing me greater control over the image in the camera." Like the individually colored True-Streak filters (in blue, red, yellow, orange, green, violet, pink, gold and clear), Rainbow Streaks are made with a colored interlayer sandwiched and sealed between two sheets of crystal-clear Schott water-white glass to maintain consistency and durability.

The 4"x5.65" size will begin shipping mid-March for a price of 429,00 EUR. Other sizes are available by special order.

About the Schneider Group:

The Schneider Group specializes in developing and producing high-performance lenses for photography and film, cinema projection lenses, as well as industrial optics, filter systems and precision mechanics. The group comprises Jos. Schneider Optische Werke, founded in Bad Kreuznach in 1913, and its subsidiaries Pentacon (Dresden), Schneider-Optics (New York, Los Angeles), Schneider Asia Pacific (Hongkong) and Schneider Optical Technologies (Shenzhen). The company's main brand is "Schneider-Kreuznach". It has around 620 employees worldwide, with 390 based in its German headquarters. For years now the group has been a world market leader in the area of high-performance lenses.

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