

Schneider introduces the industry's first fixed-focal-length lenses for 2K DLP Projection

*Cine-Digital XL Aspheric lenses offer superior optical quality for
D-Cinema applications*

Las Vegas, Nevada, June 8, 2005 - Today, at InfoComm 2005, in Las Vegas, Nevada, Schneider-Kreuznach, long known for the world's highest quality cinema projection lenses, introduced the industry's first fixed-focal-length lenses for 2K DLP projection technology. With their new Schneider Cine-Digital XL Aspheric lenses, Schneider-Kreuznach now joins Konica Minolta as the industry's only suppliers of prime lenses for DLP-based digital cinema.

The 2K digital format, made possible by Texas Instruments' groundbreaking 2K DLP Cinema™ technology, is the latest evolution in digital cinema distribution and exhibition, offering higher resolution than the previous 1.2K format.

"Schneider Cine-Digital XL Aspheric lenses deliver superior image resolution, color rendition and light transmission, with extremely low distortion and virtually no lateral color," said Dwight Lindsey, CEO of Schneider Optics (the exclusive North American distributor of Schneider products). "Any cinema's own tests will show that the superior optical quality of Schneider Cine-Digital XL Aspheric lenses make them the absolute best choice for advanced D-Cinema, simulation and virtual reality. For 2K DLP projection, they should be considered indispensable."

Schneider's new series of Cine-Digital XL Aspheric lenses presently includes two focal lengths; 2.5/ 44mm and 2.5/ 48mm. Both lenses are designed for use with Barco, Christie, Digital Projection and NEC projectors, and are certified by Texas Instruments for use in D-Cinema applications. Texas Instruments (Dallas), which has been a long-term partner of Schneider-Kreuznach in providing D-Cinema solutions, has also certified Schneider's Cine-Digital 2.5/ 60mm (with integrated compact anamorphic attachment 1.25x, and the anamorphic attachments 1.5x, 1.9x, 1.25x) for use in D-Cinema applications.

(MORE)

A Cinema Projection Industry Leader

Schneider projection lenses are world-renowned for superior sharpness, high-efficiency light transmission, low distortion, and faithful color rendition. They meet the highest standards of performance demanded by today's large curved screens and stadium seating cinemas. In March 2001, the Schneider design team received a Technical Achievement Award from the Academy of Motion Picture Arts and Science for their design of Schneider's Super-Cinelux motion picture projection lenses.

Schneider-Kreuznach maintains a large stock of film and digital cinema projection lenses at its headquarters in Bad Kreuznach, Germany for next day delivery in Germany and delivery within a few days to customers all over the world. Schneider-Kreuznach also is a leading manufacturer of digital projection lenses, and provides lens repair services.

Schneider Optics (USA) maintains a large stock of cinema projection lenses at its west coast facility, for same day delivery in California, and next day delivery anywhere else in the U.S. Through its Century Division, Schneider also manufactures 19mm and 21mm projection lenses, modifies projection lenses (creating custom lens stops), and provides lens repair services.

Schneider also offers Theatre Design Pro, the world's most powerful cinema image design software and lens selection tool. Theatre Design Pro 3.2, which features new collaborative image design powers and very convenient calculation tools for digital projection, can now be downloaded for free at www.schneiderkreuznach.com or www.schneideroptics.com.

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