

## Press Release

**Schneider-Kreuznach's True-Streak® filters have won the "Gear of the Year Award" for best lens accessory for the third time in a row.**

BAD KREUZNACH, 22 March 2021

For the third time in a row, the readers of the well-known film magazine "Pro Moviemaker" awarded Schneider-Kreuznach's True-Streak® filter series with the "Gear of the Year Award" in the category "Best Lens Accessory". The "Gear of the Year Award" was given to Schneider-Kreuznach for the fourth time in total: in 2017 for "Best Lens" as well as in 2018, 2019 and 2020 for "Best Lens Accessory".

True-Streak® filters emulate optical light reflections in an anamorphic style and were even used during this year's "Big Game" Halftime Show in Tampa, Florida to create dramatic lighting effects. They come in a variety of colors (red, orange, green, yellow, purple, pink, gold, clear) and color combinations (rainbow, confetti). As of now, Schneider-Kreuznach also provides the popular filters in indigo.

Alan Stockdale, owner of Foundlight Productions, loves using these filters in his projects, "You can have the flare come and go behind some if there's light back there. You can tell it's not a software plug-in and it hasn't just been thrown on in post. It's much closer in that sense to a true anamorphic lens. The effect is done in camera and captured live on the lens, and that's the beauty of it for me. You don't have to spend ages tracking and masking in and out flares if you want them to disappear, it's just done and it's there, and it looks natural because it is natural."

Schneider-Kreuznach says thank you and is very pleased to receive the Award again!

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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