

Press Release

ISCO4all: Newcomer nominated for Gear of the Year Award 2022

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Schneider-Kreuznach's newcomer ISCO4all has been nominated for this year's Gear of the Year Award by Pro Moviemaker. The well-known filmmaking magazine has chosen the first full frame lens set for both anamorphic and spherical footage as its nominee in two categories: "Innovation of the Year" and "Prime Lens". This is a flying start considering that ISCO4all had just been launched in May 2022.

That is why Piet Thiele, Head of Business Unit Photo/Cine at Schneider-Kreuznach, states: "This came as a big surprise to us. We feel honored by the nomination and are happy to realize that ISCO4all has already made its way into public awareness."

And what is even more fitting: Schneider-Kreuznach's cine filter True Streak is also among the nominees, competing in the category "Lens Accessory". This filter is known for its authentic, anamorphic-like streak effects and available in multiple colors and strengths.

The voting process is open until September 12 and the winners will be announced in the October issue of the Pro Moviemaker magazine.

About ISCO4all

ISCO4all combines three stand-alone spherical cine primes and an anamorphic front adapter. The adapter ISCORAMA 54 CU-1.5x is considered a true classic among anamorphic film fans. And while its vintage look remained the same, the modern version shows upgrades such as a reduced closed focus distance of 1.4 m, clarity improvement and a 0.8 gear ring. The three compact ISCOspherical A+ cine primes complement the set with focal lengths of 43, 58 and 85 mm and a 2.4 T-stop. They are a Schneider-Kreuznach version of the Dulens Mini-Primes and made to match the ISCORAMA-style. That is why the lenses are provided with an ISCOspherical Amber-Coating (A+) that creates particularly authentic flares, if desired. Selected accessories complete the set, which comes along in a handy hard case.

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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.