

Press Release

Schneider-Kreuznach Intro's True-Net Diffusion Filters at NAB

BAD KREUZNACH, 30 March 2018

Schneider-Kreuznach, known for its top of the line lens filters and lenses, introduces a much sought after diffusion filter, the True-Net. Finally, Schneider's engineering team has found the secret to recreating that time-honored, old silk stocking diffusion look resourceful cinematographers have been creating for decades. For the first time, the respected trick is as easy as slipping on a front of the lens filter. Schneider's new True-Nets offers a choice of seven different versions that are simple to install and provide consistent results.

After extensive research, Schneider developed a technique to sandwich hosiery made on the same knitting machines since the 1950s, between their hallmark crystal clear water-white optical glass. Like the company's other professional cine filters, they are laminated, and protected from edge chipping with Schneider's unique Edge Seal, which also reduces edge reflection and edge flare.

The Series includes seven varieties. True-Net Blacks come in 3 densities, from subtle to heavy, to provide a lush old-Hollywood feel that can look romantic, elegant, or seductive. True-Net Beige, available in 2 densities, can give a warm and dreamy 1960s to '70s effect. The two True-Net Gray filters portray a more muted natural feel that retains pleasing contrast.

After testing the filters for his upcoming project, cinematographer George Mooradian, ASC explained, "Ahhhhhhhh, I held up the first net to my eye and it evoked so much beauty and romance, I felt I was in a European film. It's a beautiful, vintage feel that wipes out the pristine, clean, sterile look of the modern digital cameras and lenses."

The True-Net Filter Series is currently available in 4x5.65 size. MSRP per filter is € 365. Other sizes can be made to 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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