

Press Release

Schneider-Kreuznach receives Gear of the Year Award for "Best Lens Accessory"

BAD KREUZNACH, 3 March 2020

The readers of film magazine *Pro Moviemaker* awarded Schneider-Kreuznach with the *Gear of the Year Award* for "Best Lens Accessory" for the True-Streak Filter. "The Schneider Group is delighted to receive this award and want to thank Pro Moviemaker and its valued readers for this honor. We strive to provide filmmakers with outstanding tools so they can tell their stories in unique and exciting ways," says Piet Thiele, Product Manager of Cine Optics at Schneider-Kreuznach. True Streak Filters simulate *or* enhance the anamorphic lens flare effect strongly associated *Star Trek* since the J.J. Abrams helmed reboot. Crescenzo Notarile, Director of Photography of season 3 (2020) of *Star Trek: Discovery*, loves these filters. „Because I love the energy of light.", he says "I love when light refracts, flares, and dances across the coatings of the lens. To me, this is the art of what we do - provide visual stimuli." Together with D.P. Glen Keenan, *Star Trek* visionary Alex Kurtzman and Producing Director Olatunde Osunsanmi, Crescenzo, he shot with the Schneider-Kreuznach True-Streak Filters.

This is the 3rd win for Schneider-Kreuznach. *Pro Moviemaker* awarded *Gear of The Year* to The Schneider Group in 2017 for "Best Lens" and in 2018 for "Best Lens Accessory."

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 550 employees worldwide, including 350 at its German headquarters.

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