

## Press Release

**Schneider-Kreuznach supports the film industry with a massive price reduction.**  
Limited offer for ISCO products.

BAD KREUZNACH, 15 April 2024

2023 was a particularly difficult year for the film industry. The writers' and actors' strike paralyzed the industry for nearly four months. This impact can still be felt worldwide.

"2024 is definitely going to be a challenging year. We want to do our part to get the industry back on track and give all filmmakers the opportunity to realize their creative visions," says Claudia Baier, Cine Product Manager at Schneider-Kreuznach.

This ISCO campaign is aimed at professional filmmakers as well as young content creators, travel reporters and advertising experts. Schneider-Kreuznach is now offering everyone the opportunity to give their projects a cinematic look with professional ISCO lenses.

Take advantage of this opportunity and benefit from the attractive prices:

ISCOspherical	<del>€ 1.100</del>	€ 929	plus VAT
ISCORAMA	<del>€ 4.100</del>	€ 2.300	plus VAT
ISCO2all	<del>€ 4.900</del>	€ 3.229	plus VAT
ISCO4all	<del>€ 7.500</del>	€ 5.500	plus VAT

The promotion runs until December 31, 2024 and offers you a unique opportunity to take your film projects to the next level.

For an overview of the full ISCO portfolio, please visit our [website](#) or contact us directly.

### Contact us:

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### **About the Schneider Group:**

The Schneider Group is specialized 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.