

## Press Release

### **Schneider-Kreuznach launches first anamorphic/spherical set** ISCO4all enters marketplace

BAD KREUZNACH, May 17 2022

After the successful introduction of the limited rental version, Schneider-Kreuznach now officially launches ISCO4all - the world's first set for both anamorphic and spherical storytelling.

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 Mini-Primes by the young company DuLens and made to match the ISCORAMA-style. That is why the lenses are provided with an ISCOspherical Amber-Coating (A+) that can create particularly authentic flares. Selected accessories complete the set that comes along in a handy hardcase.

But why combining both? Claudia Baier, Product Manager Cine at Schneider-Kreuznach puts it into words: "We are huge fans of the ISCORAMA imagery with its unique bokeh and flares. Simultaneously, we wanted to create a set that offers full flexibility for filmmakers. With ISCO4all they can do both spherical and anamorphic footage." In total, the combi set provides six ways to tell the story.

To meet the requirements of both professionals and film enthusiasts, Schneider-Kreuznach launches its handy combi set in high-quality, but for a reasonable budget. The set can be ordered now and will be delivered from summer 2022.

More on [schneiderkreuznach.com](https://schneiderkreuznach.com)

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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.