NEWS RELEASE

Schneider Kreuznach   
7701 Haskell Avenue  
Van Nuys, CA 91406  
Phone: 818-766-3715  
Web: [www.schneideroptics.com](http://www.schneideroptics.com)  
Effective: February 1, 2018

**Schneider-Kreuznach Announces True-Streak® Rainbow Filter**

Due to the popularity of True-Streak® filters that mimic dramatic *anamorphic-style* optical *streaks*, acclaimed lens and filter-maker Schneider Kreuznach introduces a unique new version for creative in-camera effects. When placed in front of the lens, these filters allow the lens, anamorphic or not, to simulate the streak effect, displaying eight brilliant colors.

The True-Streak Rainbow filter incorporates proprietary techniques that merge eight single colors to seamlessly flow from one to the next, creating a beautiful effect reminiscent of the multi-color flares on uncoated lenses. Depending on the lighting, the effect can make this filter go from subtle beauty to a dramatic, bold streak.

Cinematographer Adam Beck explains, “The beautiful transition of colors within the flare gives the image another layer of complexity to my shots. It’s a uniquely creative tool that I want to have in my arsenal, allowing me greater control over the image in the camera.”

Like the individually colored True-Streak filters (in blue, red, yellow, orange, green, violet, pink, gold and clear), Rainbow Streaks are made with a colored interlayer sandwiched and sealed between two sheets of crystal-clear SCHOTT water-white glass to maintain consistency and durability.

The 4x5.65 size will begin shipping mid-March. Other sizes are available by special order.

For additional information in the US, contact local dealers or call NY 631-761-5000, CA 818-766-3715, or visit [www.schneideroptics.com](http://www.schneideroptics.com)

Those requesting information from outside the US are encouraged to contact [sales@schneiderkreuznach.com](mailto:sales@schneiderkreuznach.com) or visit [www.schneiderkreuznach.com](http://www.schneiderkreuznach.com)

####

Information Prepared by Lewis Communications: [susan@lewiscommunications.net](mailto:susan@lewiscommunications.net)

For additional photos or other Schneider news please visit www.aboutthegear.com