**News Release**

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[www.zeiss.com/cine-democenter](http://www.zeiss.com/cine-democenter)

**ZEISS Cinema Americas Expands to Better Serve Cinematography Community**

In an industry that relies heavily on collaboration to combine technical excellence with inspiring creativity, the last two years have been a unique challenge. The ZEISS Cinema Lens team, meanwhile, has worked hard to not only continue communications, but to also expand and improve its capabilities across the Americas. Whether it’s from behind masks or monitors they have been actively engaging with the filmmaking community, unveiling new technology, maintaining channels, sponsoring online events and film festivals, and producing their Studies in Cinematography series with the likes of Greig Fraser, ASC, ACS, Matthew Libatique, ASC and Alice Brooks, ASC.

During the 2020 industry slowdown ZEISS safely sustained consultancy and demonstration services at their Cinema Lens Demo Center resource for cinematographers and ACs, opened in Los Angeles in 2019. With the launch of the Supreme Prime Radiance lenses later that year, and four additional focal lengths added this April alone, ZEISS’ LA-based, Head of Cinema Sales and lens expert Snehal Patel, points out the benefits of the well-appointed facility. “Even during the global pandemic,” he says, “we were able to keep demo lenses flowing out to rental houses and DPs, and our team used online tools to keep in touch with the community." With restrictions easing, the comfortable Los Angeles space provides ample room for safe in-person lens demos and educational seminars.

All this activity calls for an even more robust team. After a comprehensive search they are eager to welcome the renowned Jean-Marc Bouchut to the ZEISS family. A thirty-year alumnus of French lens maker Angenieux, Bouchut takes the reins as Zeiss' Director of Cinema Sales, building out the ZEISS presence on the East coast by providing support to cinematographers and crews from the New York office. Jean-Marc and I have known each other for a long time," Patel notes. "With an extensive background in optics to share, he's here to support filmmakers at all levels."

Visitors to the Los Angeles headquarters can also meet another addition to the team, Anna Schmidt, who moves to ZEISS from Dynamic Rentals. Working with Tony Wisniewski, Senior Manager of Marketing, Anna supports ZEISS’ marketing activation and educational events.

To ZEISS, success is more than offering the top technology in lenses. As Tony sums it up: “The initiatives we're running— sponsorships, education and engagement at festivals and trade shows, as well as our new people have one goal: to support the artists using our technology and to ensure they can fulfill their creative vision."  [www.zeiss.com/cine-democenter](http://www.zeiss.com/cine-democenter)

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Photo caption:

Zeiss Cinema Lens Team (Left to Right): Jean-Marc Bouchut – Director of Cinema Sales Americas; Claire Chang – Customer Service Cinema; Snehal Patel – Head of Cinema Sales Americas; Anna Schmidt – Cinema Marketing, Americas; Alejandro Alcocer – Cinema Sales Manager, Mexico and Latin America; Emily Miele – Cinema Sales Assistant

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**About ZEISS**

ZEISS is an internationally leading technology enterprise operating in the fields of optics and optoelectronics. In the previous fiscal year, the ZEISS Group generated annual revenue totaling 6.3 billion euros in its four segments Semiconductor Manufacturing Technology, Industrial Quality & Research, Medical Technology and Consumer Markets (status: 30 September 2020).

For its customers, ZEISS develops, produces and distributes highly innovative solutions for industrial metrology and quality assurance, microscopy solutions for the life sciences and materials research, and medical technology solutions for diagnostics and treatment in ophthalmology and microsurgery. The name ZEISS is also synonymous with the world's leading lithography optics, which are used by the chip industry to manufacture semiconductor components. There is global demand for trendsetting ZEISS brand products such as eyeglass lenses, camera lenses and binoculars.

With a portfolio aligned with future growth areas like digitalization, healthcare and Smart Production and a strong brand, ZEISS is shaping the future of technology and constantly advancing the world of optics and related fields with its solutions. The company's significant, sustainable investments in research and development lay the foundation for the success and continued expansion of ZEISS' technology and market leadership. ZEISS invests 13 percent of its revenue in research and development – this high level of expenditure has a long tradition at ZEISS and is also an investment in the future.

With over 32,000 employees, ZEISS is active globally in almost 50 countries with around 30 production sites, 60 sales and service companies and 27 research and development facilities. Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany. The Carl Zeiss Foundation, one of the largest foundations in Germany committed to the promotion of science, is the sole owner of the holding company, Carl Zeiss AG. Further information at www.zeiss.com

**ZEISS Consumer Products**

ZEISS Consumer Products combines the company's business with camera and cine lenses, binoculars, spotting scopes and hunting optics. The unit is allocated to the Consumer Markets segment and is represented at sites in Oberkochen and Wetzlar.