**News Release**

**Effective: March 1, 2022**

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

**ZEISS Cinema Americas On-Site at SXSW**

 **Austin Texas, March 13-16, 2022, Booth 433**

Los Angeles, Calif: The ZEISS Cinematography Team will be attending and supporting this year's South by Southwest Creative Industries Expo. Held at the Austin Convention Center March 13-16, ZEISS will participate in the southwest's renowned entertainment industry gathering, previewing new tech at their exhibit booth, presenting a panel discussion with SXSW film finalists, sponsorship of the ZEISS Cinematography Award, and hosting a let-your-hair down networking party at a local watering hole.

A recognized name in professional optics, ZEISS will display its hallmark line of motion picture lenses including Supreme Prime, Supreme Prime Radiance, Cinema Zoom lenses and more in Booth 433. Attendees will have the opportunity to pose questions about the award-winning glass which was used on several of the films screening at the conference. Visitors can talk one on one with the ZEISS Cinema team, including renowned lens experts Snehel Patel, Anna Schmidt and David Warner. A top authority on the growing field of lens metadata, Patel will discuss the current state of the art and hint at what's upcoming from ZEISS to enhance workflow from acquisition through post and effects work.

On Sunday afternoon at 4:00 pm attendees are invited to join Snehel Patel and select SXSW filmmakers for the annual *ZEISS Talking Cinematography* panel, live this year. Guest cinematographers and their selected films include: Greta Zozula for *Soft & Quiet*, Dustin Supencheck for *Hypochondriac*, Rachel Clark for *Pirates*, and more. Panelists will be ready to candidly discuss their SXSW official film selections in terms of their work process and how they realized their vision. Audience members are encouraged to join in with questions for the panelists. <https://schedule.sxsw.com/2022/events/PP119328>

Also on Sunday, ZEISS will host a networking gathering at Moonshine Grill just across from the Convention center. The casual venue is a welcome place for Platinum Sponsors, Film participants, and other members of the film community to meet and mingle before the evening's screenings.

A highlight of the week's events is the SXSW Film Awards ceremony which will feature the fourth annual ZEISS Cinematography Award, a Special Recognition of the best cinematography chosen from all films presented during the 2022 SXSW festival. Tony Wisniewski, ZEISS Senior Manager of Marketing said, "We are delighted to present the award to the winning filmmaker along with a $5000 cash prize as our way to encourage their future creativity and to inspire diverse voices to tell their stories with images."

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Photo Captions:

Zeiss-Team-Present-Cine-Award-2020.jpg: Tony Wisniewski, ZEISS Senior Manager of Marketing & Snehal Patel, Head of Cinema Sales, Americas present the SXSW Cinematography Award on stage in 2020.

Zeiss-Cinemat-Award-2020: Winners of the ZEISS Cinematography Award receive a distinctive wall trophy and $5000 prize at SXSW.

**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.