**News Release**

**Effective: April 19, 2022**

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

**New ZEISS Prime and Live Events at NAB 2022**

**See it at Booth # C7718**

At NAB 2022 ZEISS will show their high-end cine optics including the US introduction of the new wide 15mm T1.8 lens which completes the 14 lens Supreme Prime set. Attendees can also experience the Supreme Prime Radiance family, known for its ability to produce stunning blue flares. Glass enthusiasts can also check out the CZ.2 full-frame Cinema Zooms and CP.3 cinematography lenses as well as an array of optics for videography.

Also being premiered is a brand new VFX studio software solution that opens the door to a whole new workflow ecosystem. The team from ZEISS Oberkochen will be on hand to take guests through this groundbreaking digital solution.

Known for its educational Cinematography Conversations series, ZEISS will host four informative "Conversations" at their booth in the Central Hall which will also be live streamed.

The first of the ZEISS Conversations at NAB, kicks off on Sunday 4/24 at 2 p.m. with "Meet the ZEISS Supreme Prime 15mm." For this long-awaited product unveiling, ZEISS' Head of Products and Sales—Cinematography, Christophe Casenave, introduces the final focal length in the Supreme Prime family. DP Matt Ryan will round out the conversation by relaying his experiences shooting with the rest of family and give his insights on the new 15mm. YouTube <https://youtu.be/fHuSjKYr68A>

The second ZEISS Conversation, "Celebrating Women in Cinema" will take place, Monday 4/25 at noon. Tema Staig, Executive Director of Women in Media moderates a conversation with DP and owner of boutique LA rental house BE CINE—Bianca Halpern. They will explore Halpern's career journey and new opportunities for women including WIM’s new ZEISS Altitude Award. YouTube <https://youtu.be/bdtdgzvMrSo>

On Monday, at 2 p.m. ZEISS Conversations interviews Serguei Saldívar Tanaka, AMC. Mexico's esteemed cinematographer will discuss past projects and dive into discussion about the upcoming series, *Horario Estelar.* He will also speak about using Supreme Prime Radiance lenses to get his distinctive look on the action-thriller. YouTube <https://youtu.be/irQMOHoJPJU>

The final ZEISS Conversation at NAB, "A Flare for ZEISS Supreme Radiance Lenses", will be held 4/26 at 2 p.m. Snehal Patel, Head of Cinema Sales, Americas at ZEISS will present a technical discussion of Radiance development, flare creation and flare characteristics. It will conclude with an audience Q&A. YouTube <https://youtu.be/m4vIsxUReck>

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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.