**News Release**

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

***Introducing***

**ZEISS CinCraft Mapper Lens Data Solution for More Efficient VFX Workflows**

ZEISS Cinematography introduces its first service of the new CinCraft ecosystem for the digital application of lens looks into compositing and matchmoving workflows.

With CinCraft Mapper, ZEISS presents a new digital service that quickly and easily provides frame-accurate lens distortion and shading data for the visual effects (VFX) industry. This data is essential for digital compositing and matchmoving in order to achieve a cinematic result that is as realistic and precise as possible. “Normally, lens grids must be recorded and processed in order to obtain this data – a process that is not only very time-consuming, but also error-prone and limited in scope,” explains Jonathan Demuth, Product Manager, Digital Cinematography at ZEISS. “With just a few clicks, CinCraft Mapper now provides this data directly on the basis of the metadata (lens type, focus distance, aperture) captured during film production. Lost clip metadata can also be added without difficulty. For compositing and matchmoving artists, this means that they can be sure they are not only receiving accurate data without having to rely on the preceding capture and workflow procedures, but also that the entire VFX process will be simplified and accelerated. The VFX studio also benefits directly from the more efficient workflow.”

**Frame-accurate lens data for complex shots**

ZEISS CinCraft Mapper delivers precise, frame-accurate lens data with which complex shots with multiple and dynamic focusing distances, such as car chases, can be edited more easily, quickly and completely, without the need to make assumptions due to incomplete data. “CinCraft Mapper expands on the ZEISS eXtended Data (XD) technology that we introduced with the ZEISS Compact Prime CP.3 and have subsequently integrated into each new cine lens family,” adds Christophe Casenave, Head of Cinematography Products at ZEISS. “VFX artists no longer have to rely only on eXtended Data generated by lens and camera equipment on set. Now additional and historic lens family shading and distortion data can also be provided by the CinCraft Mapper service. At the same time, the service is also compatible with the existing XD technology.” CinCraft Mapper delivers industry standard ST Maps for distortion and Multiply Maps for shading. These can be used directly in compositing and matchmoving software such as Nuke, Flame, and 3DEqualizer.

“Mapper is just the beginning for our CinCraft ecosystem. We are already looking forward to being able to offer even more services in the future, which will provide a broad range of aspects of lens looks for VFX and other applications,” concludes Casenave.

For further information and availability about ZEISS CinCraft Mapper and the possibility of testing the service with a free start budget visit <https://cincraft.zeiss.com/us/mapper>

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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](http://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.