**News Release**

**Effective: June 2, 2022**

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

**ZEISS Primes, Awards, and Live Events at Cine Gear Expo '22**

**Booth # 143**

Renowned lens giant ZEISS is pulling out the stops at Cine Gear Expo June 9, 10, and 11, 2022 with a host of activities and events dedicated to cinematography.

ZEISS Conversations kick-off Thursday, 3:45-4:45, in Petree Hall with a roundtable regarding how each artist achieves their special "look" and finding the right balance of art and technology. Moderated by ZEISS Cinematography’s Snehal Patel, panelists include Michael Dallatorre, Michelle Clementine and George Mooradian ASC.

Following at 5:30pm in room 515A ZEISS will host the Women in Media WIM +ZEISS Awards Ceremony to celebrate the semi-finalists, finalists, and announce the winners of the prestigious annual honors. Judges include ASC members Johnny Simmons, Tami Reiker, Alan Caso, Sandra Valde-Hansen, and David Harp as well as cinematographers, Laura Merians Gonçalves and Ana M. Amortegui. All Cine Gear Attendees are welcome.

Friday 4:30pm ZEISS Conversations continues in Petree Hall with cinematographer Eszter Csepeli. A founding member of the Hungarian Cinematography Association (HCA), she joins Snehal Patel to discuss her body of work, including the Palme d’Or nominated short, *The Execution*, as well as her upcoming feature, The Flower of the Apple Tree, lensed on **ZEISS Supreme Primes.**

Then Saturday at 3:00pm in Room 515A, Robert McLachlan, ASC, CSC stops by to talk about his cinematography on *Game of Thrones, Lovecraft Country, Ray Donovan and Westworld* and the upcoming series *American Gigolo*, filmed with Supremes, including the newest edition to the family, the 15mm.

Throughout the show in Cine Gear Booth #143 ZEISS will display their range of cine optics including the new wide 15mm T1.8 lens which completes the 14-lens Supreme Prime set. Attendees can also see the Supreme Prime Radiance family, known for stunning blue flare capability as well as CZ.2 full-frame Cinema Zooms and CP.3 cinematography lenses.

Also in the booth, the optics pioneer will demonstrate the new VFX studio software solution, ZEISS CinCraft Mapper that opens the door to a whole new workflow ecosystem. This groundbreaking digital service quickly and easily provides frame-accurate lens distortion and shading data essential to VFX for the most cinematic digital compositing and matchmoving.

For more information on ZEISS and links to online ZEISS Conversations visit:

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

**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.