**News Release**

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

<https://hpaonline.com/event/2023-hpa-tech-retreat/?tab=innovation-zone>

**ZEISS Cinematography to Exhibit and Speak at HPA Tech Retreat**

**Rancho Mirage, CA – February 20-23, 2023**

ZEISS Cinematography will once again join the annual Hollywood Professional Association Tech Retreat in Palm Springs this February. In their HPA Innovation Zone booth, the team will demonstrate the CinCraft Mapper metadata application, the natural extension of XD technology premiered by ZEISS last May. CinCraft Mapper provides frame-accurate lens distortion and shading data, enabling VFX artists to achieve a cinematic result that is realistic and precise, without relying on a lens grid. In addition visitors can also check out ZEISS Supreme Prime, Supreme Prime Radiance, Cinema Zoom and CP.3 cine lenses.

ZEISS will appear on the mainstage as host of Thursday’s Seminar “Integrating Lens Metadata into a Virtual Production Workflow,” led by Snehal Patel. In addition to his position as Head of Cinema Sales for ZEISS Cinematography, he also helms SMPTE's subcommittee on Essential Camera/Lens Metadata for VFX and Virtual Production. With a filmmaking background and extensive experience ushering in new technology, Patel will cover the ins and outs of lens metadata capture to the virtual production pipeline.

For more information on CinCraft Mapper: <https://cincraft.zeiss.com/us/mapper>

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

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.