**News Release**

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

**ZEISS Cinematography Returns to SXSW Creative Industries Expo**

**Exclusive Conversation Rob McLachlan, ASC, CSC**

*Austin, Texas,**March 12-15:* ZEISS is back this March to showcase the latest in cine lens and visual effects technology at the South by Southwest Creative Industries Expo. The distinguished lens maker will exhibit modern cinema optics, as well as presenting a conversation with esteemed cinematographer Rob McLachlan, ASC, CSC.

Attendees can try out ZEISS cine lenses on display at booth #1335, including Supreme Prime, Supreme Prime Radiance, CZ.2 Zoom, CP.3, and more. The team will also hold live demos of the CinCraft Mapper metadata application. 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.

Sunday, March 12, 4:00-5:00p CT, visitors are invited to sit in as ZEISS’ Senior Marketing Manager of Photo and Cinema, Tony Wisniewski, leads a candid conversation with one of today’s top Directors of Photography. Rob McLachlan, ASC, CSC, of *Game of Thrones* fame, will discuss his cinematic process and working with Supreme Prime and Supreme Prime Radiance lenses on prestigious shows *American Gigolo, Shining Girls* and *Lovecraft Country*.

The SXSW Film Awards presentation is on Tuesday, March 14, at The Paramount Theater. At the event, ZEISS will sponsor the fifth annual ZEISS Cinematography Award, once again honoring exemplary cinematography. The winning filmmaker is chosen from among all the contenders in the 2023 Film Festival.

Join ZEISS at Creative Industries Expo Booth #1335: <https://sxsw2023-creative.expofp.com/?zeiss>

Follow the ZEISS Conversation with Rob MacLachlan, ASC, CSC - Austin Convention Center, Room 17AB: <https://schedule.sxsw.com/2023/events/PP121096>

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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

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