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**CINEFLARES**

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Effective: November 15, 2023

**Markus Förderer ASC BVK Launches CINEFLARES™**

**the World's Most Comprehensive Interactive Lens Flare Library**

*Los Angeles, November 15, 2023* — CINEFLARES™, a groundbreaking resource for cinematographers, directors, VFX artists, film students, game designers, and visual creatives, is set to revolutionize the world of cinematic lens selection. The new CINEFLARES interactive lens flare library, offers filmmakers an invaluable tool for their creative endeavors.

In a world where cinema lens choices seem limitless – vintage, anamorphic, large format, and more– CINEFLARES offers a resource for creatives to make informed decisions in support of their artistic vision. This comprehensive collection, born out of the passion of Markus Förderer ASC BVK, has evolved into an indispensable resource for professional filmmakers.

CINEFLARES allows users to explore and compare a vast selection of cine lenses for their unique visual characteristics and response to light. Each lens has been professionally captured under controlled conditions utilizing state-of-the-art motion control and high-resolution large format cameras. By capturing a bright point light source against a deep black background, each optic exhibits its distinctive flare pattern, contrast-holding ability, and individual color response—revealing the unique fingerprint or lens flare of each serial number.

Users of CINEFLARES’ BETA phase include top cinematographers like Academy Award winner Erik Messerschmidt ASC, who called it: “an essential first stop for cinematographers when comparing lenses. The ease of which it allows us to examine flare characteristics between lenses with a simple mouse click is extraordinary.”

According to Seamus McGarvey ASC BSC, “Markus Förderer’s Lens Flare Library is an indispensable resource for all cinematographers wanting to assess the unique characteristics of multiple lenses in a consistent and controlled environment. It’s a revelation not only about the peculiarities of each lens responding to flare but the distinct characteristics of the glass in terms of color and focus too. This system will be as much a part of my kit as my light meter!”

Emmy Award Winning producer and director Michelle MacLaren says, “I've had the privilege of using CINEFLARES, it is a unique resource for me to discover and compare the vast choices of cinema lenses, explore their distinctive visual character and communicate with my cinematographer to choose the right lens to craft the look of our projects.”

CINEFLARES was created by Markus Förderer to serve his own cinematic needs on numerous feature films. "If you're in search of a clean, neutral lens for VFX plates or one with a specific flare pattern reminiscent of a certain period, using CINEFLARES will instantly reveal these lens characteristics, to help make informed decisions," explains Förderer. "It’s the gateway to discover and learn about the rich history of cine lenses and can serve as a collaborative companion throughout preproduction to post-production."

CINEFLARES library of cine lenses ranging from wide open to stopped down, and from vintage to modern optics, continues to grow. Currently in its BETA phase, CINEFLARES’ full launch will feature an extensive collection complete with the latest lenses. News and updates about CINEFLARES PRO, fully interactive lens flare library, will be available in 2024.

To sign up for the CINEFLARES BETA version and for more information, interested parties may visit [www.cineflares.com](http://www.cineflares.com) or follow on Instagram [@cinelensflares](https://www.instagram.com/cinelensflares/)

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**About Markus Förderer ASC BVK:**

Named one of Variety’s “10 Stars Behind the Camera,” Markus Förderer ASC BVK is an award-winning German born cinematographer known for his critically acclaimed filmography and repeated collaboration with directors such as Roland Emmerich (*Stonewall*, *Independence Day: Resurgence*) and Mike Cahill (*I Origins*, *Bliss*, *Nightflyers*, *Rise*). His work has premiered at Sundance Film Festival, Berlin Film Festival, Toronto International Film Festival and Camerimage, and his recent film *Red Notice* is Netflix’s most watched film of all time (English). A technologist in his own right, Föderer’s dedication to thorough research and meticulous testing in preproduction has led him to develop the one-of-a-kind lens flare compendium, CINEFLARES.

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