**News Release**

**Effective: February 6, 2024**

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

**ZEISS Introduces the Nano Prime Family of High-Speed Cine Lenses for Mirrorless Full Frame Cameras**

***ZEISS Nano Primes combine a cinematic look with a lightweight and compact design***

ZEISS Nano Primes are the first high-speed (T1.5 throughout) cine lenses made specifically for mirrorless full frame cameras – initially available with Sony E-mount. These primes offer a pleasing, versatile look that is adaptable for an extensive range of shooting situations and a compact, lightweight design that makes them easy to use on any set or location. Available in six focal lengths (18mm, 24mm, 35mm, 50mm, 75mm, 100mm), this matched set conveniently covers wide-angle to telephoto.

**Versatile cinematic look**

ZEISS developed the optical design of the new Nano Primes specifically for mirrorless film cameras. Christophe Casenave, responsible for Cinematography Products at ZEISS explains, “Thanks to the close focusing distance and the high speed of T1.5, Nano Primes enable images with an extremely shallow depth of field, even in the wide-angle range. The elegant bokeh and the harmonious focus fall-off ensure a versatile look that meets different artistic requirements, whether for indie productions, documentaries, commercials, series, or feature films.” The universally applicable look can also be combined with the high-end lenses of the Supreme Prime family. Casenave adds, “With a similarly gentle sharpness and aesthetic focus fall-off, the Nano Primes are an ideal complement to the Supreme Primes and, in combination, are also ideal for B and C cameras and lower-budget productions.”

**Compact and lightweight design with familiar cine ergonomics**

With their light weight and professional handling, Nano Prime lenses are designed to fit right into established film crew workflows. Thanks to the compact design along with the usual ZEISS quality, the lens family can be used reliably in dynamic or constricted shooting situations, even under adverse conditions. Consistent positioning of the focus and iris rings across all focal lengths ensures quick and uncomplicated lens changes. The calibrated focus scales are easy to read and a long 280°focus rotation aids precise focus pulling. In addition, the iris ring features 90° rotation and a non-linear scale to enable fine aperture adjustment.

**Flexibility through integration of lens data and interchangeable mount**

Thanks to the integrated electronic interface, metadata such as focal length, focus distance and aperture value are transmitted to the camera in real time. Additional lens data for distortion and vignetting is available in the ZEISS CinCraft ecosystem and thus for post-production ([CinCraft Mapper](https://cincraft.zeiss.com/us/mapper)) as well as in the recently introduced [CinCraft Scenario](https://cincraft.zeiss.com/us/scenario-cms-cop_vfx_scenario) camera tracking system. Adding to their versatility, Nano Primes are ready for the simple exchange of additional mounts thanks to the proven ZEISS IMS (Interchangeable Mount System).

"With the Nano Primes," concludes Casenave, "we are closing the gap between entry-level and high-end lenses, enabling all filmmakers to create a cinematic look even in this price segment."

**Events, price, and availability**

The ZEISS Nano Primes will be on display for the first time at the AFC Micro Salon in Paris (February 7-8) and at the BSC Expo in London (February 15-17). Interested visitors are invited to bring their E-mount cameras with them so that they can record their own material and view it at their leisure at home.

The lenses can be ordered immediately. The six focal lengths – 18mm T1.5, 24mm T1.5, 35mm T1.5, 50mm T1.5, 75mm T1.5 and 100mm T1.5 – for E-mount cameras are available individually or as a complete set including a lens case at $25,950 / €23,000 (excl. VAT) from ZEISS Cinema dealers. Deliveries begin in May, 2024.

Further information can be found at [www.zeiss.com/cine/nanoprime](http://www.zeiss.com/cine/nanoprime)

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**ZEISS Consumer Products**

ZEISS Consumer Products combines the company’s business with photography and videography 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.

**ZEISS Cinematography**

ZEISS high-end cinematography lenses have been advancing the film industry for more than 80 years and have received numerous honors, including three Scientific and Engineering Awards from the Academy of Motion Picture Arts and Sciences. Today, around the world, filmmakers choose ZEISS “made in Germany” lenses for their productions.

The ZEISS cine lens portfolio includes the Lightweight Zoom LWZ.3 for Super 35 as well as the Compact Prime CP.3 and CP.3 XD, and Cinema Zoom CZ.2. The families of Supreme Prime and Supreme Prime Radiances lenses combine a generous range of focal lengths with unsurpassed quality for all manner of camera combinations.

The ZEISS CinCraft ecosystem offers lens data-related services for visual effects. CinCraft Mapper, provides frame-accurate lens distortion and shading data for compositing and matchmoving. The addition of the recently acquired, Ncam, known for pioneering camera tracking technology, opens the doors for more developments to enhance camera work in VFX, and virtual production on LED walls and volumes.

Headquartered in Oberkochen, Germany, ZEISS Cinematography is represented in: Los Angeles, California and White Plains, New York, USA; Mexico City, Mexico; Cambridge, UK; New Delhi, Mumbai, and Hyderabad, India; Beijing and Shanghai, China; Taipei, Taiwan; Singapore; and Tokyo, Japan