**ZEISS Cinematography**

**User News**

**Effective: April 2, 2025**

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

**Jeanfre Fachon and Sundeep Reddy Move Up at ZEISS**

Oberkochen, Germany – April 2, 2025 – ZEISS strengthens its global market team with the introduction of Senior Product Manager Cinema Jeanfre Fachon and the promotion of Senior Manager Cinematography Solutions Sundeep Reddy.

In his new role as Senior Product Manager Cinema, Jeanfre Fachon will oversee the lifecycle of ZEISS cinema lens projects, from ideation to distribution. With two decades of experience at ARRI, Jeanfre brings extensive knowledge of cinema and camera systems, along with deep ties to the cinematography community. Now headquartered in Oberkochen, he will collaborate with the internal teams and global sales representatives to continue ZEISS’ legacy of leadership in cinema lens technology.

Sundeep Reddy has transitioned to the role of Senior Manager Cinematography Solutions, following nearly eight dedicated years championing cine product-based roles at ZEISS. Leveraging over two decades of experience working on film sets and expertise with diverse camera systems and lenses, Sundeep will focus on building relationships with cinematographers, camera teams, and rental facilities worldwide. Additionally, from his UK base he will work closely to support Sales, Marketing, and Product Management, while shaping ZEISS’ ongoing presence at global trade shows and events.

For more information about ZEISS and its line of cinema products, visit [www.zeiss.com/cine](https://www.zeiss.com/cine).

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**ZEISS Cinematography**

ZEISS 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 lenses for their productions.

The ZEISS cine lens portfolio now includes the Nano Prime family of six high-speed (T1.5 throughout) cine lenses made specifically for mirrorless full frame cameras in addition to the Lightweight Zoom LWZ.3 for Super 35 as well as the full frame Compact Prime CP.3 and CP.3 XD, and Cinema Zoom CZ.2. The high-end lens families Supreme Prime,Supreme Prime Radiance and Supreme Zoom Radiance combine a generous range of focal lengths in two different coating styles with unsurpassed quality for all types of cameras.

The ZEISS CinCraft ecosystem offers lens data-related services and products for visual effects and virtual production. CinCraft Scenario is a flexible real-time camera tracking system for use in various environments indoors and outdoors, both for live and post application and incorporating lens data for streamlined calibration. CinCraft Mapper provides frame-accurate lens distortion and shading data for compositing and matchmoving.

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

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ZEISS Cinematography

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