**Zeiss Cinematography**

**News Release**

**Effective: May 6, 2025**

[**www.zeiss.com**](http://www.zeiss.com)

**ZEISS Demos One-Click Virtual Lens Tech for VFX & Compositing**

***Extension of CinCraft Ecosystem Aids cCear DoP & Post Artist Communication***

*Oberkochen/Germany, May 06, 2025*

ZEISS announces that it is in development on a new virtual lens technology that will allow visual effects and compositing artists to apply an authentic lens look in one step. Demonstrated for the first time at FMX in Stuttgart, Germany on May 7, this new breakthrough replicates the visual characteristics and animated behavior of actual lenses on computer-generated content. The new ZEISS technology is part of the CinCraft ecosystem, which is dedicated to simplifying VFX workflows.

Compared to traditional lens and defocus effects tools which follow a filter-based approach, the emerging ZEISS technology leverages physically based lens performance to deliver real optics characteristics throughout each frame’s individual lens setting within a sequence. It captures genuine lens characteristics such as sharpness, focus falloff, cat eye bokeh, chromatic aberration, distortion, and more.

“The lack of ‘ground truth’ data for lens look characteristics makes it hard for post-production professionals to talk and apply the same visual language that cinematographers and directors expect," explains Jonathan Demuth, Product Manager for the ZEISS CinCraft ecosystem. "ZEISS wants to close these gaps in communication by offering a reliable and predictable lens look solution for compositing artists which will improve the quality of photorealistic images. Lenses play an important role in the look of visual effects. That is why we want to provide VFX artists with matching digital lenses ‘off the shelf’, instead of brute force replicating lens characteristics from scratch.”

As a lens manufacturer, ZEISS leverages its unique heritage in optics to offer an innovative approach for artists tackling the time-consuming hurdles of achieving physically correct and cinematically aesthetic lens behavior. This technology aims to reshape the way digital artists work with lenses.

“We are focused on a one-click solution approach which provides access to digital lenses, that brings physical lens behavior of real lenses to the digital world of 2D compositing, giving artists the possibility to choose from a digital shelf, just like the DoP does at a camera rental,” Demuth adds. "Moreover, not being restricted to ZEISS lenses, the technology has the possibility to freely create any lens look, then top it off with additional enhancement add-ons to deliver stunning results."

In a seminar at this year’s [FMX](https://fmx.de/en/program/program-2025/detail/event/32645) in Stuttgart, Germany, Europe’s leading conference for Animation, Visual Effects, Interactive and Immersive Media, Jonathan Demuth and Marius Jerschke from ZEISS will present the new technology along with Nicolas Borens, Head of 2D Film at MPC Paris. They will discuss Nicolas’ experience testing this new technology and his personal speculation of the potential impact on an artist’s work (Wednesday, May 7, 2:30 PM).Attendees are invited to get their own hands-on impressions at the tech demo held in the ZEISS booth at the FMX Marketplace.

Digital compositors, VFX professionals and other interested parties are invited to visit the dedicated landing page to learn more about the technology and stay up to date on further developments:[zeiss.com/virtual-lens-tech](https://zeiss.com/virtual-lens-tech)

###

**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.

**Press contact**

ZEISS Cinematography
Benjamin Hagen
Phone: +49 7364 20-3979
Email: benjamin.hagen@zeiss.com