

## Phase One introduces 40-80 mm leaf shutter lens from Schneider Kreuznach

### New short zoom lens designed to deliver outstanding image quality

Copenhagen, June 2, 2014 — Phase One today announced the immediate availability of the Schneider Kreuznach 40-80 mm f/4.0-5.6 leaf shutter zoom lens. This is the second zoom lens designed for the Phase One 645 camera platform, and it offers workflow versatility without compromising image quality.

The new Schneider Kreuznach 40-80 mm f/4.0-5.6 leaf shutter zoom lens is the latest result of close optical collaboration between Schneider Kreuznach, Phase One and Mamiya Digital Imaging. It complements the existing Schneider Kreuznach 75-150 mm f/4.0-5.6 leaf shutter zoom lens.

“Designing a zoom lens with excellent optical qualities throughout the zoom range is always a challenge,” said Senior Product Manager Espen Beck, Phase One. “When the zoom range goes from a fairly wide angle perspective to a normal perspective, as our new lens does, this only adds to the design complexity. This lens has 15 optical elements, two of which are aspherical, arranged in 11 groups. We have invested greater design and engineering resources into this lens than any of those before it, and we are very proud of the results. I think that this lens will be a perfect companion for on-location photographers.”

“At first, I was skeptical when I heard about this lens that was supposedly on par with prime lenses in terms of image quality,” said Los Angeles based photographer Richard Thompson. “But I have just used it for an on location high-end car shoot, and I was blown away by its performance. The images are flawless. I would never have relied on a zoom lens for my most high-end jobs. Now, with this new short zoom lens from Schneider Kreuznach, I can.”

### Pricing and Availability

The Schneider Kreuznach 40-80mm LS f/4.0-5.6 lens is priced at 6.990 EUR / 8,990 USD. The lens system is available now through Phase One photography partners worldwide: [www.phaseone.com/partners](http://www.phaseone.com/partners)

For more information on the new lens, please see:

<http://www.phaseone.com/leafshutter>

### About Phase One

Phase One is the world's leader in open-platform, high-end camera systems and solutions. Phase One cameras, digital backs and lenses are designed to deliver superior quality image capture and investment value. Phase One's Capture One and Media Pro software help streamline capture and post-production processes for both medium format and DSLR cameras. Phase One products are known for their quality, flexibility and speed enabling pro photographers shooting in a wide range of formats to achieve their creative visions without compromise.

Phase One is based in Copenhagen with offices in New York, London, Tokyo, Cologne, Hong Kong, Shanghai, Sydney, and Tel Aviv. Phase One and Capture One are registered trademarks of Phase One A/S. All other brand or product names are trademarks or registered trademarks of their respective holders.

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Note to Editors: High resolution images of the lens are available for download here upon request or at:

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