

Press Announcement



November 16, 2009
For Immediate Release

Maximum image quality meets the comfort of automatic control ***Carl Zeiss presents a new series of lenses: ZF.2 for F bayonet***

Thornwood, NY – Optics specialist Carl Zeiss today announced its introduction of a new series of lenses for the semi-professional market: the ZF.2 with F bayonet for digital SLRs. Thanks to its electronic interface (CPU), these new ZEISS lenses support all-important operations such as the automatic mechanisms for time, aperture setting and program. The CPU also supports manual exposure settings, including those for camera casings that are not AI-compatible. Since the lens now transmits the EXIF data such as manufacturer, date, metering system and exposure to the camera, photographers no longer need to set the parameters manually. These quicker and faster handling capabilities of the ZF.2 lenses are especially useful under hectic shooting conditions.

ZEISS lenses truly come into their own in situations that demand extreme photographic creativity and maximum image quality. Carl Zeiss' established fixed focal length lenses are known for their high light sensitivity and precise manual handling, leaving the photographer in full control. The new ZF.2 series will be especially interesting for photo enthusiasts who value creative, high-quality images combined with the comfort of automatic settings.

Martin Klottig, Marketing Manager of the Camera Lens Division at Carl Zeiss AG: "The ZF.2 lenses are ideal tools for photographers who want to concentrate more on the subject than on their camera equipment. Whether at a wedding, a toddler's first steps or impressions from faraway countries, these lenses are perfect for photographers who want to capture once-only moments quickly and accurately. These situations demand first-class technology that captures spontaneous actions without too much effort and delivers fantastic images each time."

The ZF.2 lenses are available in eight focal lengths, six of which will be available from the end of November: 3,5/18, 2,8/21, 2/35, 1,4/50, 2/50 and 1,4/85. The Distagon T* 2/28 ZF.2 and Makro-Planar T* 2/100 ZF.2 will be introduced in Spring 2010. "We are currently reworking and optimizing the Distagon T* 2.8/25 ZF. As a result, it will be available for other mounts somewhat later," says Klottig.

The prices for these new lenses will fall between \$725 and \$1,843.

With the new ZF.2 series, Carl Zeiss extends its acclaimed ZF family of lenses, for which there is still high demand and possibly long waiting times. "We will offer the ZF series as long as the demand lasts," stresses Klottig.

For more information, visit www.zeiss.com/photo. Product photos are available for download at: <http://zeiss.smartimage.com/pindownload/login.do?pin=8VL4X>

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A list of compatible camera models is available under:

<http://www.zeiss.com/C12567A8003B58B9/ContentsWWWIntern/90A1B4054F3696A1C125743600416478>

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About Carl Zeiss AG

Carl Zeiss AG is a leading group of companies operating worldwide in the optical and opto-electronic industry. The five independently operating business groups are active in the future-oriented markets of Medical and Research Solutions, Industrial Solutions and Lifestyle Products. Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany. The company has been a technological pioneer in optical innovation for more than 160 years.

Carl Zeiss develops and distributes products and services under the ZEISS brand name for biomedical research and medical technology, as well as for the semiconductor, automotive and mechanical engineering industries. Planetariums, binoculars, and camera and cine lenses are valued by millions of users around the world. The eyeglass business is now bundled in Carl Zeiss Vision International GmbH, the number two eyeglass provider in the world.

Carl Zeiss AG is fully owned by the Carl Zeiss Stiftung (Carl Zeiss Foundation). During fiscal year 2007/08 (ended Sept. 30), the company generated revenues of EUR 2,731 million. Carl Zeiss has around 13,000 employees in more than 30 countries, including more than 8,000 in Germany.

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