

Press Announcement



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For Immediate Release

Isolate Stunning Details with the New ZEISS Macro Lenses

**Carl Zeiss presents the Makro-Planar T* 2/50 and 2/100
for EF bayonet**

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Thornwood, NY - December 4, 2009. Carl Zeiss has again applied its expertise in lens manufacturing to enable photographers to create wonderfully expressive images. With the introduction of two new macro lenses, the Makro-Planar T* 2/50 and the Makro-Planar T* 2/100, Carl Zeiss expands its existing ZE line of lenses for EF-mount cameras. Owners of EOS camera models can now create detail-rich macro images that allow the effective use of both sharpness and unsharpness to be deployed as creative elements. These fast, versatile lenses are also perfect as standard focal lengths for portraits or still life photography.

Even in tricky lighting situations such as dusk, the Makro-Planar T* 2/50 and T* 2/100 ZE create distortion-free images thanks to their extraordinary fast aperture. Whether capturing an insect resting on a flower or the moisture on a piece of fruit, these lenses allow a degree of sharpness that was hitherto impossible. Even with a maximum aperture opening and a low focal depth, the desired image can be easily isolated from its surroundings.

Both macro lenses render objects in close-up on a scale of 1:2. To enable such detail, these lenses include Carl Zeiss's acclaimed "floating elements" design. This special lens alignment enables high optical performance across the entire focusing range, from 0.24 m to infinity as in the case of the 2/50 ZE lens. The Makro-Planar T* 2/50 and Makro-Planar T* 2/100 are currently available for F bayonet (ZF) and K bayonet (ZK) cameras. The Makro-Planar T* 2/50 is also available as a ZF.2 version. Both lens systems are optimized for analog and full-format digital SLR cameras.

The Makro-Planar T* 2/50 ZE will begin shipping in December 2009 at a MAP price of \$1,283. The Makro-Planar T* 2/100 ZE will be available in early 2010 with a MAP price of \$1,843.

For more information, visit www.zeiss.com/photo.

To download product photos, please visit the Zeiss Image database at:
<http://zeiss.smartimage.com/pindownload/login.do?pin=DR6A5>

To view some sample photos taken with the Makro-Planar 2/50 ZE, please visit:
<http://www.flickr.com/photos/silver2silicon/sets/72157622970600708/>

Technical specifications: Makro-Planar T* 2/50 ZE

Focal length	50 mm
Aperture range	f/2 - f/22
Number of elements/groups	8/6
Focusing range	0.24 m - infinity
Angular field* (diag./horiz./vert.)	45/38/26°
Coverage at close range	72 x 48 cm (close-up)
Image ratio at close range	1:2 (close-up)
Filter thread	M 67 x 0.75
Dimensions (with caps)	Ø 75.4mm, length 91mm
Weight	570 g

(more)

Mounts	ZF & ZF.2 (F bayonet) ZK (K bayonet) ZE (EF bayonet)
Accessories	Lens hood included

* based on 35mm format

Technical specifications: Makro-Planar T* 2/100 ZE

Focal length	100 mm
Aperture range	f/2 - f/22
Number of elements/groups	9/8
Focusing range	0.44 m - infinity
Angular field* (diag./horiz./vert.)	25/21/14°
Coverage at close range	72 x 48 cm (close-up)
Image ratio at close range	1:2 (close-up)
Filter thread	M 67 x 0.75
Dimensions (with caps)	Ø 76mm, length 115mm
Weight	680 g
Mounts	ZF (F bayonet) ZK (K bayonet) ZE (EF bayonet)
Accessories	Lens hood included

* based on 35mm format

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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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