

# Press Announcement



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For Immediate Release

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## **Infinite perspectives for full-frame DSLRs** ***Carl Zeiss presents the Distagon T\* 3,5/18 wide-angle lens with EF bayonet mount***

Thornwood, NY– Whether shooting the elegant lines of the Eiffel Tower or the vast expanses of the Grand Canyon, both situations require a lens field wide enough to reveal the unique and full dimensions of each image. With the new Distagon T\* 3,5/18 from Carl Zeiss, EOS camera users now have an ultra-wide-angle lens at their disposal while benefiting from all the other optical qualities that ZEISS lenses are well-known for. The lens's extremely wide 99°-angle view is suitable especially for full-frame sensor cameras, delivering an array of new creative possibilities. From landscape and architecture photography to advertising images, cameras equipped with the new Carl Zeiss wide-angle lens meticulously capture once-only moments and spectacular perspectives.

Despite its short focal length, the Distagon T\* 3,5/18 ZE has an extremely compact design compared to other zoom lenses in its category. Internal focusing also helps to reduce its size while delivering extremely precise and smooth focus control.

To prevent image aberrations during close-ups, internal lens groups are repositioned individually during focusing in what is called a floating elements design. This allows the Distagon T\* 3,5/18 ZE to deliver exceptionally high quality — from extreme close-ups to infinity. Thanks to the ZEISS T\*s anti-reflective coating and meticulously crafted lenses, the ZEISS T\* is not affected by reflections or stray light. The result: razor-sharp images even under the toughest lighting conditions or with wide aperture settings.

Following the Planar T\* 1,4/50 ZE and 1,4/85 ZE, already long cherished by photographers around the world, the Distagon T\* 3,5/18 ZE is the first wide-range lens with EF bayonet mount on the market.

The Distagon T\* 3,5/18 ZE will be available in the Autumn of 2009 at a suggested retail price of USD \$1,290.

For more information, visit [www.zeiss.com/photo](http://www.zeiss.com/photo).

(more)

### Technical specifications

Focal length:	18 mm
Aperture range:	f/3.5 - f/22 (half steps)
Number of elements/groups:	13/11
Focusing range:	0.3 m – infinity
Angular field* (diag./horiz./vert.):	99/90/67°
Coverage at close range:	44 x 29 cm
Image ratio at close range:	1:12
Filter thread:	M 82 x 0.75
Mounts:	ZF (F bayonet) ZK (K bayonet) ZE (EF bayonet)
Accessories:	Lens shade included

\*in 35 mm format



Image: Distagon T\* 3,5/18 ZE offers new perspectives for photographers.

Additional images taken with the Distagon T\* 3.5/18 ZE are located at:

<http://www.flickr.com/photos/silver2silicon/sets/72157622236038659/>

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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.