

Press Announcement



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For Immediate Release

A New Lens Takes Center Stage

Carl Zeiss presents the Distagon T 2/35 with EF bayonet*

Thornwood, NY – A squirrel nimbly scampers along a moss-covered tree trunk. It has made a promising discovery amongst the fallen leaves of an oak tree. A deer emerges from the half darkness of the woods. A photographer documents the winter preparations of various woodland creatures. This requires a versatile, high-speed, easy to use lens that produces razor-sharp images of the details and the entire scenery.

Optical expert Carl Zeiss has now added an EF bayonet to its proven lens for photographic reporting: the Distagon T* 2/35 ZE. The high-speed, moderate wide-angle Distagon T* 2/35 ZE fits all analog and digital EOS cameras. Its classic 35 mm focal length is particularly well-suited for advertising, travel and nature photography as it captures dynamic perspectives with high depth of focus and few distortions. With a moderate wide angle of 53 degrees (horizontal), the Distagon T* 2/35 ZE can easily capture wide scenery without forcing photographers to consider perspective effects as design elements as they would have to with shorter focal lengths. The relatively short angle of rotation of the precision focusing mechanism enables fast but precise focusing when required.

For the growing number of photographers and videographers using DSLR's for movie making, the Distagon T* 2/35 ZE is one of four prime lenses making a core set, joining the Distagon T* 2/28 ZE, Planar T* 1.4/50 ZE and Planar T* 1.4/85 ZE. These lenses are well suited for HD video applications due not only to their exceptional image quality, but for the smooth focus and long focus rotations.

The Distagon T* 2/35 ZE features high image quality for the entire aperture and focusing range. Thanks to its sophisticated optical design in which nine lens elements are perfectly aligned, it permits particularly high imaging performance across the entire image field.

When a tripod is not available, the fast f/2 aperture allows easily handling under low light, making perfect pictures possible even under difficult lighting conditions. Thanks to its special optical design and the Zeiss T* anti-reflection coating, this lens captures bright light sources without artifacts. The Distagon T* 2/35 is also perfect on-the-go thanks to its all-metal and extremely durable precision mechanics for which Carl Zeiss lenses are well-known.

This is ZEISS' fourth wide-angle lens with an EF bayonet (ZE mount). It follows the recent introduction of the two ultra-wide-angle Distagon T* 3,5/18 ZE and Distagon T* 2,8/21 ZE lenses, as well as the moderate wide-angle Distagon T* 2/28 ZE.

The Distagon T* 2/35 ZE will begin shipping on November 16th for a suggested retail price of \$870. For more information, visit www.zeiss.com/photo.

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(more)

Technical specifications:

Focal length	35 mm
Aperture range	f/2 - f/22
Number of elements/groups	9/7
Focusing range	0.3 m - infinity
Angular field* (diag./horiz./vert.)	62/53/37°
Coverage at close range	19 x 13 cm (close-up)
Image ratio at close range	1:5.3 (close-up)
Filter thread	M 58 x 0.75
Dimensions (with caps)	Ø 72mm, length 99mm
Weight	570 g
Mounts	ZF (F bayonet) ZK (K bayonet) ZE (EF bayonet) ZS (M42 screw thread)
Accessories	Lens hood included

* based on 35mm format

Product Photos

To download product photos of the Distagon T* 2/35 ZE, please visit our on-line image database: <http://zeiss.smartimagine.com/pindownload/login.do?pin=KHTGG>

Some sample images taken with the Distagon T* 2/35 ZE can be viewed at: <http://www.flickr.com/photos/silver2silicon/sets/72157622713084766/>

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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.