

# Press Announcement



September 17, 2007  
For Immediate Release

## New Distagon T\* 2/28 SLR Lens from Carl Zeiss

Thornwood, N.Y. – The Zeiss Distagon T\* 2/28 is a new, high-speed, wide-angle lens, complementing the line of advanced SLR lenses from Carl Zeiss for analog and digital 35 mm single lens reflex cameras. With a fast aperture of f/2 and a 28mm focal length, the Distagon T\* 2/28 is the ideal bridge between the existing wide-angle lenses with 25mm and 35mm focal lengths.

The new lens is available in two versions: *Distagon T\* 2/28 ZF* for cameras with the F-bayonet mount and the *Distagon T\* 2/28 ZK* for cameras using a K-bayonet mount. It is one of the fastest lenses available in this focal length and is ideally suited for taking photographs in unfavorable lighting conditions. Equipped with manual focus, a high quality metal casing and floating elements, it provides demanding photographers with a creative, top-class tool with lasting value. The performance potential of the lens is consistent throughout the entire image field, even with professional digital cameras featuring full format sensors.



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Lenses with a 28mm focal length are popular for landscape and architectural photography – and the Distagon T\* 2/28 ZF is ideal even for high quality, close-range portraits. Due to the high speed of the lens, it is particularly suited for taking pictures indoors under natural light or other low light conditions.

The Zeiss Distagon T\* 2/28 uses floating elements, ensuring impressive image quality in both the close-up range as well as at longer distances. With a fast aperture of f/2, photographers enjoy greater creativity through flexible use of the depth-of-field. This enables them to effectively separate the subject from the background at full aperture and achieve a strong 3D effect. High image quality is provided under all conditions, from wide open to stopped down and at different focus ranges, despite the extremely high speed.

With its numerous, outstanding properties, the Distagon T\* 2/28 from Carl Zeiss is a versatile, multi-purpose lens for the demanding commercial, landscape and fine-art photographer. Thanks to the standard F and K bayonet mount connections, the lens can be integrated into the corresponding camera systems – with some limited compatibility on a case-by-case basis with the simpler camera models.

(more)

## Technical & Market Data

Focal length	28.5 mm
Aperture scale:	f/2 – f/22
Number of lens elements/groups:	10 / 8
Focusing range:	0.24 m – infinity 9.45" - infinity
Reproduction ratio at close range:	1:5
Angular field, diag./horiz./vert.	74° / 65° / 46°
Filter:	M58 x 0.75
Weight:	530 g
Dimensions: <i>Diameter x Length (includes caps)</i>	65mm x 94mm 2.56" x 3.70"
List Price (USD):	\$984.00
Availability:	Q4 2007

Product photos can be downloaded at:

<http://zeiss.smartimagine.com/pindownload/login.do?pin=LZFH8>

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### **About Carl Zeiss**

Carl Zeiss is a leading international group of companies operating worldwide in the optical and opto-electronic industry. Carl Zeiss AG is headquartered in Oberkochen, Germany. The business groups, which each operate with sole responsibility, are generally ranked first or second in the strategic markets of medical and research solutions, industrial solutions and lifestyle products. They offer products and services for biomedical research and medical technology, system solutions for the semiconductor, automotive and mechanical engineering industries, as well as high-quality consumer goods such as camera lenses and binoculars. In fiscal year 2004/05 (ended 30 September) the Carl Zeiss Group generated sales totaling EUR 2,222 million. The Carl Zeiss Group has approximately 11,500 employees, including about 3,300 outside Germany. It is directly represented in more than 30 countries and operates production facilities in Europe, America and Asia.

The eyeglass business now operates as Carl Zeiss Vision International GmbH and is the number two eyeglass provider in the world. This company is owned 50:50 by Carl Zeiss AG and a private equity company.

Further information is available at [www.zeiss.de/presse](http://www.zeiss.de/presse).

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