

Press Announcement



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For Immediate Release

Carl Zeiss and Redrock Micro Team to Deliver Film-Look Solutions for Digital Video Cameras

*ZEISS ZF lenses to be offered as bundled option with the Award-Winning
Redrock M2 Cinema Lens Adapter*

Carl Zeiss Microimaging, Inc.
Photo Division
One Zeiss Drive
Thornwood, NY 10594

P/F: (973) 226-7387

rschleuning@zeiss.com

www.zeiss.com/photo

Thornwood, N.Y. and Dallas, TX – Carl Zeiss and Redrock Micro today announced that Redrock now offers ZEISS ZF lenses in conjunction with the Redrock M2 cinema lens adapter. This distribution partnership brings the recognized best of 35mm lens adapters and 35mm optics together as a powerful and ultra-affordable package for indie filmmakers to achieve remarkable film-style footage using DV and HD/V cameras.

“Our customers are pushing the envelope of high production value footage for incredibly small budgets,” said James Hurd, Chief Revolutionist for Redrock Micro. “We recognized the new Zeiss lens offerings are a perfect match for our customers through offering the legendary Zeiss performance with the Redrock M2 adapter bundles at an extremely attractive price point.”

Redrock has received many awards and industry recognition for its flagship product, the M2 cinema lens adapter, which enables existing Digital Video and HD/V cameras to be fitted with 35mm lenses for remarkable footage that is nearly indistinguishable from 35mm motion picture film. In addition to the M2, Redrock has also released a family of high quality, revolutionary priced cinema accessories for indie filmmakers including the microFollowFocus, microWhips, microRodSupport, and microPowerPod.

“Zeiss products have a longstanding reputation for superior quality in both the motion picture and still photography world,” said Richard Schleuning, National Sales Manager for Carl Zeiss. “The combination of Zeiss’ new still camera lenses matched with the Redrock M2 adapter is an innovative and powerful application.”

Under terms of the agreement, Redrock will offer the ZEISS ZF F-mount lenses wherever Redrock products are sold, including its complete online catalog and ordering system at www.redrockmicro.com. Lenses will be offered both standalone and bundled with Redrock products. The ZEISS ZF lens range includes 7 different focal lengths and feature high resolution, low distortion and rugged all-metal construction for a long service life.

About Redrock Micro

Redrock Microsystems leads the way in delivering high quality cinema accessories for digital filmmakers at truly revolutionary prices. Redrock Micro’s products are designed to enhance DV and HD/V cameras for true cinema-style shooting. At the heart of the Redrock family is the award-winning Redrock M2 Cinema Lens adapter, which creates the shallow depth of field, angle of view, and focus techniques typically only found in 35mm motion picture film. Redrock offers a complete line of cinema accessories including the microFollowFocus (repeatable focusing optimized for 35mm still lenses), microMattebox,

(more)

microRemote (wireless remote follow focus), and the microPowerPod. Through a unique business approach of direct-to-customer and build-to-order, Redrock delivers the quality and technology of high-end solutions at a fraction of the price. This approach is ideal for independent filmmakers, film educators and students, and budget-conscious moviemakers. Redrock Micro has offices in Dallas, Texas, and Hollywood, California. Redrock Micro can be reached at info@redrockmicro.com and <http://www.redrockmicro.com>

About Carl Zeiss

Carl Zeiss is a leading international group of companies operating worldwide in the optical and optoelectronic 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 about Carl Zeiss is available at www.zeiss.de/presse.

For more information contact:

Richard Schleuning
National Sales Manager
International Sales, Americas
Carl Zeiss MicroImaging, Inc.
Photo Division
Phone: (973) 226-7387
Email: rschleuning@zeiss.com
Web: www.zeiss.com/photo

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