

April 5TH, 2017



Zeiss Introduces Batis 2.8/135 Compact Portrait Tele Lens for Sony E-Mount System

Fans of Sony's mirrorless full-frame cameras have a reason to smile: ZEISS has added a further tele lens focal length to its ZEISS Batis lens family. The new ZEISS Batis 2.8/135 is the first 135 mm AF focal length for Sony's Alpha 7 system with E-mount. Like all lenses from the ZEISS Batis range, this new addition is equipped with fast and precise autofocus. To avoid shaking, which can occur very easily with tele lenses, an optical image stabilizer has also been incorporated into the design. The ZEISS Batis 2.8/135 proves it worth particularly in portrait photography: "The tele focal length means the subject can stand out nicely against the blurred background", says Product Manager Michael Pollmann from ZEISS. "The bokeh works very well indeed, and the optical design – an Apo Sonnar – ensures outstanding images time and again." The new ZEISS Batis could also be a great option for event and wedding photography.

"Compact, lightweight, top quality"

"The advantage of Sony's mirrorless full-frame system is that despite its compact size, it delivers exceptional image quality," says Pollmann. ZEISS has continued to bring the design of the ZEISS Batis 2.8/135 into line with the needs of Sony photographers. "It was important to build a comparably handy lens – in spite of the rather long focal length. We made a conscious decision to strike a balance between compactness, weight and light intensity."

OLED display visualizes depth of focus

Like all ZEISS Batis lenses, this latest addition features an OLED display that enables precise visualization of the depth of field. So you can be sure that the image is in focus in all the right places. The metal housing gives the lens its robust and durable character. ZEISS assures us that its dust and dirt shield means photo shoots in poor weather are a walk in the park.

The image quality leaves nothing to be desired: "We have put a lot of effort into the optical design and into correcting our lenses," says Pollmann. "For example, we are experimenting with special types of glass in order to rule out as many kinds of image errors as possible. We have thus been able to ensure corrected chromatic aberration in the ZEISS Batis 2.8/135 so that we have virtually no image errors." 14 lenses have been built into 11 groups in the camera lens.

The new Zeiss Batis 2.8/135 lens has a suggested retail price of \$2,739.99 and is expected to be available in May 2017 at authorized Zeiss photography dealers in Canada.

For more information, please contact Max Payne, Director of Marketing & Communications, at 905-513-7733 or email media@gentec-intl.com.

About ZEISS

Zeiss is an internationally leading technology enterprise operating in the fields of optics and optoelectronics. The ZEISS Group develops, produces and distributes measuring technology, microscopes, medical technology, eyeglass lenses, camera and cinema lenses, binoculars and semiconductor manufacturing equipment. With its solutions, the company constantly advances the world of optics and helps shape technological progress. ZEISS is divided up into the four segments Research & Quality Technology, Medical Technology, Vision Care/Consumer Products and Semiconductor Manufacturing Technology. The ZEISS Group is representing in more than 40 countries and has over 50 sales and service locations, more than 30 manufacturing sites and about 25 research and development centers around the globe. **For more information, visit www.zeiss.ca**

About Gentec International

Founded in 1990, Gentec International is Canada's leading consumer accessory products company, recognized as one of Canada's Best Managed Companies, supplying a complete range of photo, video, digital, sport optics, home theatre, electronics, wireless, and mobile audio products to the Canadian retail marketplace. Gentec offers a variety of prominent brands, including Optex, Sigma, SanDisk, Manfrotto, Gitzo, National Geographic, Avenger, Roots, Gary Fong, Black Rapid, iQ, Sunpak, Energizer, Bushnell, and Zeiss. Gentec operates out of a high-cube, state-of-the-art, fully computerized 100,000-square-foot warehouse and distribution centre that offers efficient, seamless service to our customers. With over 90 employees, Gentec covers the needs of its retailers coast to coast using the latest technology systems, streamlined efficiencies, and customer service that is second to none.

Learn more – visit www.gentec-intl.com, on Twitter: @gentecintl, on Facebook: <http://fb.com/GentecInternational>, on Google+: <http://plus.google.com/+Gentec>

Focal Length	135 mm
Aperture range	f/2.8 - f/22
Lens elements / Groups	14 / 11
Optical image stabilization	Yes
Focusing range	0,87m (2.86 ft) - ∞
Free working distance	0,74 m (2.4 ft) - ∞
Angular field * (diag. / horiz. / vert.)	18° / 15° / 10°
Diameter of image field	43,3 mm (1.7")
Flange focal distance	18,0 mm (0.71")
Coverage at close range (MOD) *	125 x 185 mm (4.9 x 7.3")
Image ratio at MOD	1:5.3
Filter thread	M67 x 0,75
Entrance pupil position (behind the image plane)	6,9 mm (0.27")
Rotation angle of focusing ring (inf - MOD)	Focusing not mechanically coupled. Rotation angle depending on rotation speed.
Diameter max. (with lens shade)	98 mm (3.9")
Diameter of focusing ring	81 mm (3.2")
Length (without lens caps)	120 mm (4.7")
Length (with lens caps)	133 mm (5.2")
Weight (without lens caps)	614 g (1.35 lbs)

*Referring to 24x36 mm format



90 Royal Crest Court, Markham, Ontario, Canada L3R 9X6

T 905-513-7733

E media@gentec-intl.com

i info@gentec-intl.com

W www.gentec-intl.com