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**Angenieux Debuts Lens Data System  
With First Operational Demo at IBC 2011**

*Key Lens Data Automatically Recorded for Greater Control, Better Production Workflow*



Amsterdam, Netherlands (September 9, 2011) – For professionals striving for improved production workflow, Thales Angenieux is making it easier to enhance the production and post-production process with its new Lens Data System, debuting with its first operational demo at IBC 2011. The new system, designed with open standard /i Technology protocol from Cooke Optics, enables film and digital cameras to automatically record key lens data to be provided digitally to post-production teams.

“Our ADS/i Technology module is an advanced solution to address today’s digital production environment,” said Dominique Rouchon, International Sales Director, Thales Angenieux. “We are pleased to be part of a growing movement establishing new industry procedures that enhance workflow.”

The technology streamlines both production and post-production, saving significant time and costs while eliminating guesswork. The /i Technology module allows monitoring and transfer of key lens data: focus distance, depth of field, focal zoom position and iris setting. DPs can also save and upload lens profiles onto memory cards for easy zoom lens swap, lens calibration, lens synchronization and post-production analysis. This highly practical solution will be particularly useful for many applications such as lens position monitoring, 3D acquisition, virtual studios, and special effects.

/i Technology is available on all lightweight Optimos including the 15-40mm, 28-76mm and the new 45-120mm lenses as well as 16-42mm and 30-80mm Optimo DP lenses.

**For more information on Thales Angenieux in the U.S., call 973-812-3858, fax 973-812-9050, e-mail [angenieux@tccus.com](mailto:angenieux@tccus.com) or visit [www.angenieux.com](http://www.angenieux.com).**

**For more information on Thales Angenieux in the rest of the world, call +33 (0)4 77 90 78 00, fax +33 (0)4 77 90 78 03, e-mail [angenieux@fr.thalesgroup.com](mailto:angenieux@fr.thalesgroup.com) or visit [www.angenieux.com](http://www.angenieux.com).**

**For more information about /i Technology and Cooke Optics, visit [www.cookeoptics.com](http://www.cookeoptics.com).**

### **About Angenieux**

Angenieux offers a full complement of high precision lenses for a wide range of broadcast and video production applications, including: Optimo Series Lenses for the most demanding HDTV and 35mm production applications; High Definition (HD) Series cine-style, wide angle and studio lenses; High Resolution (HR) Series wide angle and all-purpose ENG lenses including economically priced HD-e series; Studio and Sports/Outside Broadcast (OB) lenses. Angenieux has achieved worldwide acclaim for its ability to design and manufacture zoom lenses for film and television, surveillance and security applications, and for its outstanding range of night vision goggles. The company is also a pioneer in 3D imaging and a major player in the development of this technology.

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**\*EDITORS' NOTE:** Electronic files and photos are available upon request by emailing Sara Chaput at LRG Marketing at [sara.chaput@lrgmarketing.com](mailto:sara.chaput@lrgmarketing.com).