



# SHARP LENSES FOR SOFT SCENES

Our uncoated Superspeeds help you create the scene's mood and feeling

These are modern Zeiss lenses, so you know they're sharp. But they can also help you to capture the atmosphere you want by fine-tuning the contrast and saturation. Doing that in digital post almost never looks natural, and it's done by someone else. With these lenses, you control the look and the feeling of each shot *in the camera*.

Naturally, you can expect a similar effect from every lens in the set. There are *some* coatings still in place on all of them – and we have removed fewer coatings from some focal lengths, more from others, so they all match. They're all Zeiss T1.3 designs, but our coating removal causes them to lose about one-third of a stop.

And they're not just for noticeable flare – people have shot with them outside on cloudy days. "You can place the sun in a corner of the frame for a spectacular effect," says DP Ericson Core, "But I have also used uncoated lenses on a sound-stage. When I use them, it's to set the mood for that particular scene and *to make the images speak*."

With stray light reflecting off multiple glass elements and from the black interior of the lens barrel, moving the light or the lens *a few millimeters* gives you a range of unpredictable veiling choices that you could never get with a filter – every effect slightly different. (And this may be a good way to get the film look on video.)



**The set of uncoated lenses consists of following primes and zooms:**

- Zeiss 14mm
- Zeiss 18mm
- Zeiss 25mm
- Zeiss 35mm
- Zeiss 50mm
- Zeiss 85mm
- Angénieux 20-120mm
- Angénieux 25-250mm

**If you'd like to run some tests with our Ambience Lenses before your next important shoot, give us a call.**