



PRESS RELEASE

Cooke Optics announces new focal lengths for S7/i and Anamorphic/i Full Frame Plus ranges

- Zoom webinar revealed new lenses and latest news on /i Technology -

Leicester, UK – 07 April 2020 – Cooke Optics announced today details of the latest available lenses in its S7/i and Anamorphic/i Full Frame Plus ranges.

Cooke continues to grow their S7/i range with the introduction of the 300mm S7/i as well as their Anamorphic/i Full Frame Plus range with the new 180mm. In addition, Cooke is announcing a new branch of the S7/i family by introducing three 1:1 macro Full Frame Plus lenses: 60mm, 90mm and 150mm. All lenses are designed from the ground up, as real motion picture lenses.

The webinar also provided an opportunity to discuss the latest developments for the /i Technology lens metadata standard, including the most recent productions that have benefited from utilising the technology, and updates on the Cooke Optics TV educational channel and the ShotOnCooke curated motion gallery.

Les Zellan, Chairman, Cooke Optics, said, “We’re disappointed that we are unable to see many of our international friends at NAB this year, but this webinar gave people the opportunity to hear more about the new lenses, find out what else we are working on including Cooke Optics TV and #ShotOnCooke, and ask the questions that they would have been able to discuss on the stand.”

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About Cooke Optics, LTD

Cooke is a storied name in both cinematographic and ultra-high-end professional photography markets. Known worldwide for their precision, exacting tolerances and superior quality, Cooke lenses are specified by many of the world’s most respected cinematographers. Cooke is also the developer behind /i Technology, the protocol enabling vital lens and camera information to be captured and passed digitally to post-production teams. Cooke was honoured with a 2013 Academy Award® of Merit (an Oscar® statuette) for its continuing innovation in the design, development and manufacture of motion picture camera lenses.

Features in production or recently shot with Cooke lenses include *Onward*, *Toy Story 4*, *Birds of Prey*; and the *Fantabulous Emancipation of Harley Quinn*, *Motherless Brooklyn*, *Sweetheart*, *Vice*, *Bohemian Rhapsody*, *A Star Is Born*, *Venom*, *Call Me By Your Name*, *Motherless Brooklyn*, *Stan and Ollie*, *Darkest*

Hour, Mark Felt: The Man Who Brought Down the White House. Television shows in production or recently shot with Cooke lenses include *Dark Crystal, Star Trek: Picard, Peaky Blinders, Osmosis, Top Boy, David Makes Man, Catch-22, The Perfection, Ozark, Gentleman Jack, Free Rein, Skam France, Doctor Who, Fleabag, Kevin (Probably) Saves the World, The Crossing, The Crown, Westworld, Poldark, Game of Thrones, Midsomer Murders, Orange is the New Black* and *Fargo*.

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