

## PRESS RELEASE

Products

## Sales launch for fastest lens in the world

- HandeVision IBELUX 40/0,85 available now
- Sales throughout Europe exclusively through WALSER
- available for Sony E, Fuji X, Canon EOS M and Micro 4/3

**Burgheim, 27.05.2014 – WALSER includes the new lens trademark HandeVision into its portfolio and takes over the exclusive distribution for the currently fastest lens for system cameras in the world, which is manufactured in series production, throughout Europe.**

**The HandeVision IBELUX 40/0.85, which has been developed in Germany, is characterized not only by its lens speed of 1:0.85, but also by its unique bokeh and its outstanding workmanship. It is soon available for connections Sony E, Fuji X, Canon EOS M and Micro 4/3 for a recommended retail price of 1799 €.**

With the trademark HandeVision WALSER extends its assortment by extremely fast lenses of highest manufacturing quality for professional photographers. The first product of this new lens range, which has been developed in Germany, is the IBELUX 40/0.85, which is now available for the connections Sony E-mount, Fuji X, Canon EOS M and Micro 4/3 through WALSER for a recommended retail price of 1799 €.

With a lens speed of 1:0.85, the HandeVision IBELUX is currently the fastest lens for system cameras on the market. This gives photographers the opportunity to achieve the optimal exposure even under most difficult light conditions and, above all, in inside spaces. With a focal length of 40 mm it can be used in a vast variety of different areas. In the development of the lens great importance was applied to a low focal depth and a pretty bokeh. This makes the lens most suitable for focussing on individual motifs. Ten diaphragm blades, which have especially been calculated and manufactured for the lens, are the basis for the unique bokeh.

Clever German engineering also becomes apparent by the quality of workmanship: The expensive optical design consisting of ten multi-coated lenses ensures optimal imaging results by preventing reflections and increasing the contrast. The lens thereby convinces with its elegant retro-look design.

HandeVision IBELUX 40/0.85 is the result of the long-term cooperation between the German lens manufacturer IB/E Optics GmbH and the branch specialist Shanghai Transvision Photographic Equipment Co. Ltd, also known by its trademark Kipon as a manufacturer of high-quality adapters. Further lenses of this high-quality product line for mirrorless full format cameras and DSLRs are currently in the process of development.

**Technical details / product descriptions:**

**HandeVision IBELUX 40/0.85**

<b>Focal length</b>	40 mm
<b>Lens speed</b>	1: 0.85
<b>Lenses / Groups</b>	10/8
<b>Picture diagonal</b>	28.4 mm
<b>Adjustment range</b>	0.75 m - ∞
<b>Aperture</b>	f/0.85 – f/22
<b>Filter</b>	M67 x 0.75
<b>Weight</b>	approx. 1150 g
<b>Length</b>	approx. 128 mm

**About WALSER GmbH & Co. KG:**

WALSER GmbH & Co. KG with headquarters in Burgheim is an international brand product supplier for high quality photography and video accessories for beginners and professionals. With the brands walimex pro, mantona and SIX, WALSER offers a comprehensive portfolio of photo and video lenses, studio equipment, camera bags, tripods as well as accessories for videography. As a member of the Photographic Industry Association WALSER is actively involved in the environmental and media politics related organization of the German Imaging Branch.

**Contact for journalists & editorial departments:**

WALSER GmbH & Co. KG  
Sarah Baumann  
Gewerbering 26  
86666 Burgheim  
Tel.: +49 (0) 8432 / 9489-422  
Fax: +49 (0) 8432 / 9489-8555  
[Sarah.Baumann@walser.de](mailto:Sarah.Baumann@walser.de)  
[www.walser.de](http://www.walser.de)