



JOIN ZEISS

At RULE BOSTON CAMERA for Two Separate Events on Wednesday, December 14



LEARNING LAB

10am-12n with Breakfast

CHOOSING LENSES FOR MOTION



Join Snehal Patel and Rich Schleuning from Zeiss for an overview of how lenses are used for motion and how to apply these techniques to your next project.

Snehal and Rich will cover lens design, T-stops, sensor coverage, primes vs. zooms, and wide vs. tele along with practical applications and historical examples from top DPs.

They'll bring the latest cine lenses, including the brand new LWZ.3 Lightweight Zoom 21-100, along with the CZ.2 Zooms, CP.2 SuperSpeeds, Otus, Milvus, Loxia and Batis for ARRI, Sony, Canon, RED, Nikon, Blackmagic and other digital cinema cameras.

RSVP: events@rule.com

SHOWROOM DEMO

1-3pm with Refreshments

CAMERA AND LENS COMBOS

Snehal Patel and Rich Schleuning demo a variety of cameras and lenses for a fun, hands-on opportunity to test the newest combinations of lenses and cameras, including the pre-release LWZ along with Zeiss Lens Gears.

RSVP: events@rule.com



ENTER for a chance to win a free weekend rental with the Zeiss 28-80 or 70-200 CZ.2 Zoom PL-mount lenses.

Interested in buying or renting Zeiss products?

Contact us at
answers@rule.com
or 800-rule-com.



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