

## Press release

### Meyer Optik Görlitz Primoplan 75 f1.9 II available!

- Return of a legendary lens
- The unique aspects in Primoplan photography
- Highest mechanical quality and perfect haptics
- What are the future plans?

**Bad Kreuznach – 30. November 2020** – with Primoplan 75 f1.9 II, a true legend returns to the portfolio of Meyer Optik Görlitz today. Following the successful releases of Trioplan 100 f2.8 II, Trioplan 50 f2.8 II and Lydith 30 f3.5 II, this new lens heralds the start of the Primoplan series.

"We are very pleased to be able to release an absolute smash hit with the Primoplan 75 f1.9 II despite the currently tense situation. Primoplan 75 has always been one of the most sought-after and at the same time rarest lenses from Meyer Optik Görlitz", says Timo Heinze, Managing Director OPC Optics. "After it was discontinued in the middle/end of the 1950s, probably for political reasons and/or in favor of a market companion from Jena, Primoplan lenses that can be found today are traded at horrendous prices. With our new edition, we now offer the option to get a new, technically perfect, Primoplan 75 at a reasonable pricing.

#### **The unique aspects in Primoplan photography**

Primoplans from Meyer Optik Görlitz stand out for their versatile bokeh, sharpness and their speed. Particularly the smooth transitions from sharpness to fuzziness are outstanding. Since focused areas are very harmoniously set off from the out of focus areas, Primoplan photographs are given a plastic appearance and motifs appear slightly exposed. The creative options in image composition are endless. Thus, the famous soapbubble bokeh as well as a swirly bokeh can be created, depending on the shooting situation. The combination of both or also different sized bubbles in the foreground and background of the image, are only a few of the creative tools that are given to the photographer.

The Primoplan 75 f1.9 II is ideal for portrait photography, as its gentle yet fine resolution gives every portrait a unique charisma. Of course, the Primoplan 75 f1.9 II can also show off its strengths in other genres, e.g. nature photography, where it also produces stunning pictures. The focal length of 75 mm provides a natural angle of view and does not compress as much as longer focal lengths.

#### **Highest mechanical quality and perfect haptics**

The new Primoplan 75 f1.9 II, like the three previous new editions, offers uncompromising quality and mechanical perfection. The lenses are entirely made of metal and are individually assembled by hand, calibrated, and tested to ensure a perfect product.

„Besides the optical elements manufactured by us, we cooperate with well-known manufacturers in Germany for the mechanics of our lenses. Alongside the highest quality, we consciously commit ourselves to sustainability and fair working conditions and wrap the unique imaging characteristics of our lenses in what we believe to be the best possible housing”, explained Timo Heinze. “We follow this high standard down to the very last detail and underline the value of Meyer Optik Görlitz lenses. In example, we anodize and glass-bead-blast the surfaces of our lenses instead of just painting them. Furthermore, we engrave the parts mechanically and color them afterwards - in contrast to do a simple laser engraving.”

The new Primoplan 75 f1.9 II, like the three previous new Meyer Optik Görlitz lenses, comes with a stepless, damped, aperture and can thus be used completely silent.

### **What are the future plans?**

Serial production of Primoplan 58 f1.9 II will be completed in about 4 weeks and the lens is scheduled for mid of January. Further lenses are already being planned and will expand the range over the coming year.

Photos taken with the new lenses and further information are available at [www.meyer-optik-goerlitz.com/en/](http://www.meyer-optik-goerlitz.com/en/).

### **About Meyer Optik Görlitz**

Meyer Optik Görlitz has a long history as a German manufacturer of high-quality lenses. Founded in 1896, Meyer Optik Görlitz is existent for more than 120 years. Thanks to the creative possibilities provided by the legendary lenses from Meyer Optik Görlitz, the brand enjoys a great popularity - now as then.

### **About OPC Optics**

OPC Optics, founded in 2016 and based in Bad Kreuznach, Germany, is a specialist for high-precision aspherical and spherical lenses, double-aspheres, achromats and components and is a development partner and optics manufacturer for customers in the fields of photography, medical technology, automotive, laser technology, among others. In addition, OPC Optics offers technical consulting for projects and contract measurements of optical components. Thanks to state-of-the-art machines and extensive experience OPC Optics manufactures glass lenses in the highest possible quality and precision. By offering complete documentation from the glass melt, through the processing of the raw glass, to the final product, customers from all over the world rely on the services of OPC Optics.

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