

XEEN PRESS RELEASE

XEEN[™]
by ROKINON[®]

XEEN by Rokinon Professional Cine Lens System Adds 14mm and 35mm Focal Lengths

With 5 lenses and 2 more to come, XEEN meets the best in class head on

(New York, New York) February 5, 2016 – Elite Brands Inc., the distributor of the highly regarded Rokinon brand of prime lenses (<http://rokinon.com/>) has announced the release of 2 new professional cine lenses, the XEEN by Rokinon 14mm T3.1 and XEEN by Rokinon 35mm T1.5. These two lenses, along with the existing 24mm T1.5, 50mm T1.5 and 85mm T1.5 lenses, create a perfectly balanced five-lens-set for filming video and cinema with outstanding image quality.

Launched only 6 months ago, XEEN by Rokinon lenses (<http://www.xeenusa.com/>) have already made believers out of cinematographers and DP's who previously were used to spending thousands more to obtain professional grade cine lens characteristics. Reasons possibly include that the XEENs not only cover full frame sensor cameras, but also Super 35, APS-C and APS-H cameras, are available in five different mounts - PL, Canon EF, Nikon F, Sony E, and MFT and the mounts are interchangeable.

All XEENs utilize X-Coating Technology to ensure high quality footage with clear contrast, impressive colors, and a cinematic look even under less-than-optimal lighting conditions. Large T1.5 apertures (except for the 14mm) and 11 bladed diaphragms combine to create great depth of field effects and pleasing bokeh. They are surprisingly lighter in weight than they look despite being engineered for reliability and strength with robust aluminum alloy housings.

XEEN by Rokinon lens mechanics and optics are manufactured and precision assembled in Korea utilizing cutting edge techniques. First shipments of the 14mm and 35mm begin in March and will maintain the same exceptionally affordable street price of \$2495 and the **Three Year Limited Warranty**, the longest in the industry.

Features common to XEEN lenses include:

- 4K+ Ready Optics
- Full Frame Coverage
- Tightly Color Matched
- Durable All Metal Body
- Unified 40° Iris Rotation
- Unified 200° Focus Throw
- Large Easy To Read Markings
- Three Year Limited Warranty
- Lens Support Mount (Except PL)
- 11 Bladed Diaphragm for Superb Bokeh
- Xeen Proprietary X-Coating Technology
- Unified 114mm Non-Rotating Front Diameters
- Dual Calibrated Right and Left Side Distance and T-Stop Scales
- Unified Focus and Aperture Gear Positions for Easy Follow Focus Use
- Mounts can be shimmed and are interchangeable by a qualified technician
- Incredibly smooth and fully damped movement of focusing and aperture controls



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