



Press Release

Jenoptik Strengthens the Global Presence of its Eyelike™ Products through a Partnership with Sinar.

JENOPTIK Laser, Optik, Systeme GmbH and Sinar AG team up to develop, manufacture and market professional digital camera backs.

The subsidiary of JENOPTIK Laser, Optik, Systeme GmbH and Sinar AG (Switzerland) join forces in the professional digital photographic field. Both companies cooperate with immediate effect to develop, manufacture and market their products for professional digital photography. In the future, the companies will ensure that their products offerings are an optimal technical and commercial match.

Jenoptik strengthens the global presence of its Eyelike™ products. The well-established Swiss company Sinar AG is the ideal partner thanks to its strong international sales network. The product portfolios of the companies complement each other very well. JENOPTIK presented with great success the new Eyelike™-eMotion²², a high-end digital camera back for untethered mobile photography. Sinar offers with its award winning Sinarback 54 M the preferred solution for the photographic Studio.

“Through this close cooperation of the two companies, an important partnership is formed in the professional photographic market. This partnership offers a universal camera system, digital camera backs and an innovative modular system, which allows the free combination of backs, and accessories such as shutters and digital lenses. Thereby all key aspects of professional photography are covered. Thanks to the ongoing technical progress in the professional photographic industry both companies expect a further increase of their market share.

“The professional photographers’ continuously growing demand for highly flexible systems’ solutions is a great opportunity for us. It allows us to offer carefully matched products – from the lens to the capture software. JENOPTIK provides unique digital Know How and offers forward oriented revolutionary products; Sinar brings its legendary camera system and the global market access into the partnership. This enables both companies to serve these markets within a very short period of time with excellent products. “ Says Hans-Carl Koch, Chairman of the Board of Sinar AG.

Feuerthalen and Jena, November 17, 2004

Sinar AG in Short:
(www.sinarcameras.com)

Sinar AG was founded in 1948 and is a family owned company manufacturing camera systems for professional photography. Sinar is the world's leading supplier of digital view cameras. Since 1992, Sinar is the leading supplier of digital capture systems in the high-end market. The no-compromise building block system consists of digital backs, high performance lenses, powerful capture software and rugged camera components. The Sinar system enables the user to master any challenging assignment by merely combining the appropriate camera components. This ensures the highest possible quality ensuring efficiency in image production.

JENOPTIK Laser, Optik, Systeme GmbH in Short:
(www.jenoptik-los.de)

JENOPTIK Laser, Optik, Systeme GmbH was founded in 1995 and is a fully owned Subsidiary of the technology company, JENOPTIK AG, Jena (ISIN DE 0006229107). The company develops, manufactures and markets lasers, optical components, modules and systems' solutions, as well as technologies to precisely measure, image, structure and analyze various materials. Latest technology and customized applications are the company's secret to success.