



FOR IMMEDIATE RELEASE

CONTACT:

Robin Hoffman
Pipeline Communications
(973) 746-6970
robinhoffman@pipecomm.com

**KESLOW CAMERA AND FUJINON LENSES GIVE CINEMATOGRAPHERS
THE TOOLS TO MAKE THEIR OSCAR DREAMS COME TRUE**

Wayne, N.J., August XX, 2013 – For 23 years, [Keslow Camera](#) has been a top source of advanced production equipment and expert technicians for the most demanding cinematographers in film and TV. With its focus on pioneering production tools and unmatched customer service, Keslow has built life-long relationships with clients ranging from Emmy award winning television shows and Academy Award winning feature films to nationally broadcast commercials and music videos. It has enjoyed an especially strong collaboration with Academy Award winning cinematographer Claudio Miranda, ASC, working together to implement [Fujinon Premier zoom lenses](#) in Miranda's most recent projects. With their fast T-stops, quality coatings, exact color matching and flare rejection, these lenses are ideal for even the most challenging applications.

Celebrated for such visually stunning works as "Life of Pi" and "The Curious Case of Benjamin Button," Miranda worked closely with Keslow to choose the lenses for his latest, the 2013 Tom Cruise sci-fi release "Oblivion." Keslow COO Dennis McDonald said, "Claudio embraces new technology. He really does his homework, pushes the technology to its absolute limit, and knows his system's capabilities to deliver the director's vision." This film, shot in 5K, opened on both conventional and IMAX screens, and demanded especially high quality, bulletproof images to visualize a futuristic New York City. So Miranda got together with McDonald to put Fujinon lenses to the test.

Keslow had purchased the full range of Fujinon's PL Mount zooms: the 14.5-45mm T2.0 (HK3.1x14.5), 18-85mm T2.0 (HK14.7x18), 24-180mm T2.6 (HK7.5x25) and 75-400mm T2.8-T3.8 (HK5.3x75) Premier Zoom Lenses, as well as the 19-90mm T2.9 (ZK4.7x19)

and 85-300mm T2.9-4 (ZK3.5x85) Cabrio Zoom Lenses, both featuring a servo drive unit. McDonald marveled, "These lenses absolutely do not breathe. With other lenses, the image may shift that critical bit when you zoom in and out. But with Fujinon, there's no image shift at all. They are extremely sharp, just a phenomenal piece of equipment. Claudio was absolutely blown away, and his response was the deciding factor in our purchasing multiple sets of each."

McDonald finds that the focal lengths of the lenses make them extremely versatile, which helps streamline the production process. Ultimately, though, it's the cinematographer's preference that decides Keslow's offerings. "Each DP has their own idiosyncrasies in terms of what they want in glass. From a rental standpoint, I aim to buy the best of the best. Then I give them to my cinematographers and tell them to take them out on a job and see what they think. And from Fujinon lenses, all I'm getting is phenomenal feedback. With such a wide focal range, it's amazing what you can get out of them."

Currently, Miranda is working with Keslow and Fujinon on his newest film, "Tomorrowland," directed by Brad Bird and starring George Clooney. Other renowned DPs are demanding the new lenses as well. Director Peter Berg's "Lone Survivor," the latest effort from Tobias Schliessler, ASC, is an entirely hand-held film hinging around the Fujinon 19-90mm zoom. Said McDonald, "It's phenomenal what he's been able to do. With its detachable servo drive unit, a first for cine-style lenses, its light weight and wide focal range, he's basically lived on that lens. It's the perfect combination of practicality and performance. Keslow and our clients are sold on Fujinon."

About Keslow Camera

Robert Keslow founded Keslow Camera in 1990 after spending several years in the film industry as camera assistant and support staff in rental houses. Dissatisfied with the quality of service available at the time, he dedicated his company to delivering cutting edge equipment and phenomenal service. With offices in Los Angeles, Chicago, Santa Fe, New Orleans and Miami, Keslow has helped clients achieve their vision in Emmy award winning network television shows to Academy Award winning feature films, and nationally broadcast television commercials to award winning music videos.

About Fujifilm

FUJIFILM North America Corporation, a marketing subsidiary of FUJIFILM Holdings America Corporation consists of five operating divisions and one subsidiary company. The Imaging Division sells consumer and commercial photographic products and

services including film, one-time-use cameras, online photo services and fulfillment, digital printing equipment and service. The Electronic Imaging Division markets consumer digital cameras. The Motion Picture Division provides motion picture archival film, and the Graphic Systems Division supplies products and services to the printing industry. The Optical Devices Division provides binoculars, and optical lenses for closed circuit television, videography, cinematography, broadcast and industrial markets. FUJIFILM Canada Inc. markets a range of Fujifilm products and services. For more information, please visit www.fujifilmusa.com/northamerica, or go to www.twitter.com/fujifilmus to follow Fujifilm on Twitter. To receive news and information direct from Fujifilm via RSS, subscribe at www.fujifilmusa.com/rss.

FUJIFILM Holdings Corporation, Tokyo, Japan, brings continuous innovation and leading-edge products to a broad spectrum of industries, including electronic imaging, digital printing equipment, medical systems, life sciences, graphic arts, flat panel display materials, and office products, based on a vast portfolio of digital, optical, fine chemical and thin film coating technologies. The company was among the top 10 companies around the world granted U.S. patents in 2011, and in the year ended March 31, 2012, had global revenues of \$27.8 billion*. Fujifilm is committed to environmental stewardship and good corporate citizenship. For more information, please visit www.fujifilmholdings.com.

** At an exchange rate of 79 yen to the dollar.*

###

All product and company names herein may be trademarks of their registered owners.

**FUJIFILM Optical Devices Division, 10 High Point Drive, Wayne, New Jersey
07470. Phone: 973-633-5600. Fax: 973-633-5216. Web site: www.FUJINON.com**