

Trioplan f2.8/100 Returns Artistic Soap Bubble Bokeh to Photographers after 45 Years

Meyer-Optik Begins Shipping Orders to Kickstarter Backers



Atlanta, GA – February 22, 2016 – Meyer-Optik USA -- The Trioplan f2.8/100 returned to the United States , 100 years after the legendary lens was first manufactured in Germany and more than 40 years since the brand ceased manufacturing . Under the guidance of new owner [Meyer-Optik Goerlitz](#), the new handmade version restores the historic lens' incredible soap bubble bokeh with new state of the art technology.

Last year Meyer-Optik USA ran a Kickstarter to finance the manufacture and distribution of the Trioplan f2.8/100 lens. The Trioplan f2.8/100 became the seventh most popular photography fundraiser in Kickstarter history, raising more than \$359,000 from 452 backers.

Interest was driven by the beautiful soap bubble bokeh created with the Trioplan f2.8/100. When images are shot at f2.8, the lens's 15 blades create wonderful images with sharp subjects in the foreground and luscious backgrounds featuring the bokeh bubbles. Art, nature, and portrait photographers love the unique look produced by the Trioplan f2.8/100.



[[See a gallery of Trioplan f2.8/100 images here](#)].

“The Trioplan excels in artistic images where there are several spectral highlights in the blurred out areas of the image,” said Jim Speth, a professional photographer based in Utah. “Water, high contrasting flowers beds, and holiday lights or a city-scape all make spectacular images when a focused subject is placed in front of them. The lens performed very well for me.”

The shipping of the lenses for U.S. backers started two weeks ago and will continue through February and March. New U.S. buyers can receive their Trioplan f2.8/100 through select American photography resellers and directly through the Meyer-Optik USA website (<http://www.meyer-optik-goerlitz.com/>). Because the lenses are handmade, they will ship to buyers on a first come, first serve basis after the Kickstarter campaign fulfillment is completed.

“Meyer-Optik is thrilled to meet our commitment to our Kickstarter backers who believed in us,” said Dr. Stefan Immes, CEO and creative director of the project. “The Trioplan f2.8/100 is one of the best lenses ever used in portrait and nature photography. I cannot wait to see some of the soap bubble bokeh images produced by our U.S. customers, and hope they will share them with us on Twitter, Instagram and Facebook.”

The technical specifications of the Meyer-Optik Trioplan f2.8/100 include:

- Optic construction as classic triplet (3 lenses/3 groups)
- Focal distance: 100 mm
- Maximum aperture: 1:2.8 continuous dimming to 1:22
- Iris diaphragm with 15 aperture blades specifically constructed of steel segment belt and with special coating
- View format: 24 mm x 36 mm (image circle diameter 44 mm)
- View angle: 24°
- Filter: M 52 x 0.75
- Clip-on diameter: 52 mm
- Mounts: M42, Canon, Nikon, Fuji X, Sony-E, MFT

About Meyer-Optik Görlitz

A brand with a proud tradition and reputation for exceptional products, Meyer-Optik-Görlitz started manufacturing innovative, high-quality lenses in Germany in 1896. In 2014, net SE revived the traditional spirit of the lenses once known throughout the world and started developing new lenses under the Meyer-Optik-Görlitz brand in Germany. Manufacturing handmade lenses started in 2015 with first generation prototypes. Serial production began in early 2016.

In May 2015, net SE created a new subsidiary, Meyer-Optik USA Inc. headquartered in Atlanta, GA. Meyer-Optik USA is online at <http://www.meyer-optik-goerlitz.com> and on [Facebook](#) and [Twitter](#). net SE (<http://www.netag.de>) is a publicly listed company (NETK) founded in 1997.

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