

Lensbaby Composer and Optic Swap System Receive 2008-2009 Honors

Popular enthusiast publications select new lens as a top product

Las Vegas, NV (WPPI 2009, Booth #1219) February 16, 2009 – Lensbaby announces today that the new Lensbaby Composer™ and Optic Swap System™ have received top 2008-2009 honors from several popular enthusiast and professional publications.

Popular Photography magazine chose the Lensbaby Composer for inclusion in their “Pop Awards 2008 – Our Favorite Gear.” In addition, the Lensbaby Composer and Optic Swap system received a 2009 Editor’s Choice Award from *PCPhoto* magazine, an Editor’s Choice Award from *MacLife* magazine and most recently, the new lens and optics received a 2009 Hot One Award from *Professional Photographer* magazine.

“We are thankful to the editors of these publications for recognizing our new products as some of the best photography products of 2008-2009. To receive such honors from these prestigious publications in our industry so soon after introducing the Composer and Optic Swap system says to us that we did something right when we decided to offer creative photographers a completely new Lensbaby,” said Craig Strong, Lensbaby president and co-founder. “With its greatly enhanced ease of use and more predictable results, the Composer and Optic Swap system are great tools to help photographers realize their personal creative visions.”

About the Composer

The Composer, featuring the new Lensbaby Optic Swap system, is a completely new lens in the Lensbaby line based on a ball and socket configuration that delivers smooth selective focus photography with unparalleled ease of use and greater precision. The Composer was introduced in September 2008 along with the Muse™ and Control Freak™, which replaced the Original, Lensbaby 2.0, and Lensbaby 3G lenses. All Lensbaby lenses provide photographers with a new way to control depth of field by bringing one area of a photo into sharpest focus with that Sweet Spot™ surrounded by graduated blur. By bending the Lensbaby lens, the photographer moves the sharp area around the photo for customized creative effects.

The new Composer retains its position after being bent and is easy to use even with one hand. Photographers do not squeeze the lens to focus, but can simply tilt the lens to a desired angle and then focus with a barrel focusing ring. The Composer stays in the desired bent position without requiring a locking mechanism. The Composer’s barrel focusing ring has a unique design that becomes more sensitive (requiring greater rotation to move the optic in and out) as you approach infinity, making it easier to focus on subjects from 10 feet to infinity.

The Composer ships with one optic installed. Additional optics are available as optional accessories. When a photographer wants to change the optic in their Lensbaby, they simply pop the optic out and drop in a different optic using an Optic Swap Tool supplied with the new optic. Each optic has different features and image qualities, allowing photographers to choose the look that fits their creative style.

The Lensbaby Optic Swap System includes four interchangeable optic options:

- 1) Double Glass: A 50mm multi-coated optical glass doublet that is the same optic that was in the Lensbaby 2.0 and Lensbaby 3G lenses. Retail price: U.S. \$85.00
- 2) Single Glass: a 50 mm, updated, uncoated optical glass singlet similar to the optic that was used in the Original Lensbaby. At f/2, the Single Glass Optic is one full stop brighter (2x as bright) than the previous Original Lensbaby Optic. Retail price: U.S. \$35.00
- 3) Plastic: a 50 mm f/2 plastic singlet that maximizes blur and diffusion in a dreamy way that Holga™ and Diana™ camera lovers will especially appreciate. Retail price: U.S. \$35.00
- 4) The Pinhole/Zone plate: an optic cup with an f/177 aperture hole to allow for pinhole photography and an f/19 Zone plate opening. Users can slide a toggle inside the optic to change to back and forth between Pinhole and Zone plate mode, allowing further artistic exploration. Retail price: U.S. \$35.00

The first three optics listed above are all 50mm fixed focal length. They all feature magnetically levitating interchangeable aperture disks that allow aperture settings from f/2 to f/22. The Single Glass, Plastic, and Pinhole/Zone plate optics are sold individually as well as in an Optic Boxed Set to retail for \$95.00.

The Composer Pricing and Specs:

- Priced at U.S. \$270
- Ships with the Double Glass optic installed (a multi-coated optical glass doublet)
- Features the Lensbaby Optic Swap system
- Focal Length: 50mm
- Focus Type: Manual
- Features a unique barrel focusing ring that becomes more sensitive (requiring greater rotation to move the optic in and out) as you approach infinity, making it easier to focus on subjects from 10 feet to infinity.
- Aperture Type: Interchangeable levitating aperture disks
- Apertures: f/2, f/2.8, f/4, f/5.6, f/8, f/11, f/16, f/22
- Minimum Focus: about 18" (46cm) / Maximum Focus: Infinity
- Size/Weight: 2.5" (6.35cm) high x 2.5" (6.35cm) wide / 5.5 oz (155.9g)

About Lensbaby

Lensbaby (formerly Lensbabies, LLC) is a Portland, Oregon based manufacturer and marketer of award-winning selective focus SLR camera lenses. Lensbaby was launched in February 2004 by Craig Strong, a professional photographer and the inventor of the patented Lensbaby selective focus SLR lens. Lensbaby sells to photographers all over the world through its website, www.lensbaby.com, by calling 877-536-7222 / 971-223-5662, at tradeshows, in leading photo retailers and through a growing global network of international distributors.

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