

PRESS RELEASE:

FOR IMMEDIATE RELEASE

TLS Launches the Rehousing of the Classic Zeiss Standard Speed Lenses – A Classic Reimagined for Modern Filmmaking

Barwell, Leicestershire, UK - May 15, 2025

TLS (**True Lens Services**), the UK's leading vintage and rehoused cinema lens manufacturer, is proud to announce the addition of the legendary Zeiss Standard Speed lenses to its extensive rehousing collection of high-end cinematography gear.

Originally developed in the 1970s, Zeiss Standard Speeds became a defining tool for an entire generation of filmmakers, prized for their compact form factor, character-rich rendering, and pleasing falloff. Now, decades later, these lenses are once again available to cinematographers seeking the timeless aesthetic that helped shape the golden era of cinema.

The full comprehensive set offers 10 focal lengths ranging from 16mm to 135mm, all meticulously maintained and matched in colour and character. Unlike modern clinical optics, these lenses offer gentle contrast, subtle warmth, and organic flaring, making them a favourite among DPs looking to add texture and nuance to digital acquisition.

Each lens in the set features a consistent T2.1 aperture, compact build, and smooth mechanical performance – ideal for handheld, Steadicam, and gimbal work.

As digital cinema continues to push toward ultra-sharp imagery, filmmakers are increasingly turning to vintage lenses to bring warmth and character back into their visuals. Zeiss Standard Speed lenses have re-emerged as a popular choice, offering not only dependable performance but also the unique texture and emotional resonance that define classic cinematography.

For more information and ordering, visit: <https://www.truelens.co.uk/zeiss-standard-speed-lenses> or email sales@truelens.co.uk

About True Lens Services:

TLS specialise in converting, servicing, testing and repairing film, broadcast and professional lenses for the film and television industries. Their range of services include updating vintage lenses to work with modern equipment, preventative maintenance and the repair of damaged and worn lenses. TLS also produce their own professional lenses such as their Vega range, capable of covering larger full frame digital camera formats. Based in Leicestershire, TLS's innovative techniques and technologies enhance visual storytelling. With a focus on creativity and collaboration, TLS has established itself as a trusted partner for filmmakers and content creators.

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