

PRESS RELEASE:

FOR IMMEDIATE RELEASE

TIMELESS CHARACTER, ENGINEERED FOR TODAY: FUJI EBC LENSES BROUGHT BACK TO LIFE BY TLS

June 5, 2025 — A classic reborn: the iconic Fuji EBC (Electron Beam Coated) lenses, originally introduced in 1971, are making a triumphant return—now fully rehoused and re-engineered to meet the rigorous standards of contemporary cinematography. Revered for their fast apertures, remarkable low-light performance, and distinctive vintage character, these lenses have been meticulously brought into the modern era by the expert team at TLS (True Lens Services).

A Legacy of Optical Character

The Fuji EBC series earned acclaim in the 1970s for delivering a naturally shallow depth of field and producing soft corner falloff and beautiful, cinematic flares. These traits—once considered artifacts—are now cherished by filmmakers seeking an organic, vintage aesthetic. At the heart of their performance lies Fuji's pioneering multi-coating technology, which enhanced light transmission and reduced flare more effectively than most optics of the era. Impressively, elements of this coating process are still present in Fuji's modern-day lens manufacturing.

Precision Rehousing by TLS

Every lens in the updated EBC series has been carefully rehoused by TLS to ensure it meets the highest cinema standards. Housings feature industry-leading mechanical precision, including the integration of floating elements on a variable cam system—preserving optimal optical performance while maintaining a consistent tactile experience across all focal lengths. This mechanical uniformity is crucial for seamless focus pulling on set.

Design That Respects the Past

While updated for modern use, the lenses maintain a clear connection to their heritage. Visual touches such as coloured iris markings and a signature accent hue pay homage to the original Fuji design while offering a clean, refined exterior suited to today's professional workflows.

Expanded Range and Enhanced Performance

Filling a critical gap in the original lineup, the newly developed 70mm T2 lens—crafted using the 50mm f1.4 EBC as a foundation with supplementary optics—perfectly complements the set. In addition to this, the entire series benefits from improved minimum object distances (MOD), with the 70mm achieving an impressive close focus of just 18 inches, significantly expanding the creative possibilities for filmmakers.

For more information visit: <https://www.truelens.co.uk/fuji-ebc> or email sales@truelens.co.uk

About TLS:

TLS specialise in the manufacture, rehousing, servicing, testing and repairing of professional lenses for the broadcast, 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 large sensor 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.

Media Contact:

Richard Grocott

Director of Sales and Marketing

True Lens Services

01455 848 411

richard.grocott@truelens.co.uk

www.truelens.co.uk