

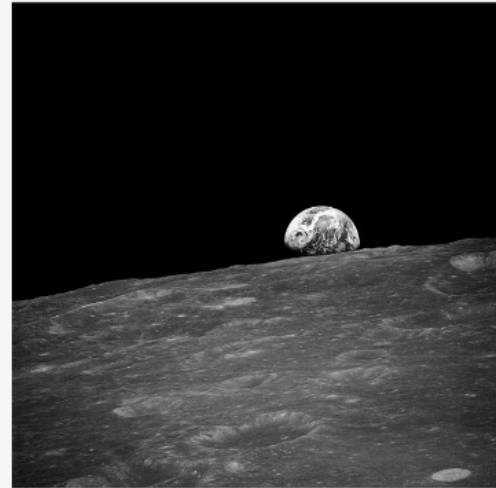
The U.S. Postal Service: A First Class Disruption

TheCaseSolutions.com



TheCaseSolutions.com

INTRODUCTION



" WITHOUT ZEISS WE WOULDN'T EVEN
KNOW WHAT OUR WORLD LOOKS LIKE "

Zeiss lenses

REVIEW



*ZEISS lenses
have certainly
touched our life
in some or the
other ways*



- Camera lens
- Film shot with ZEISS cinematography lenses
- Eyeglasses
- Binoculars
- Images from NASA space programs
- Medical microscopes and instruments for telescopic surgery



Latest advances in microchip technology have been made using ZEISS lenses for semi-conductor manufacturing

TheCaseSolutions.com

ZEISS HELPED TO
CAPTURE THE
HISTORICAL MOMENT OF
MANKIND



On each Apollo mission the astronauts used a Hasselblad camera with ZEISS lenses. Every picture was shot through a ZEISS lens including this spellbinding pic.

TheCaseSolutions.com

The U.S. Postal Service: A First Class Disruption

TheCaseSolutions.com



LATEST INNOVATION BY ZEISS

55mm Carl Zeiss F1.4 Distagon prime lens



OBERKOCHEN, September 6, 2012

Must see attraction , high performance, full-format SLR camera lens with manual focus.

Focal length – 55mm , aperture – f/1.4

Superior to conventional full-frame lenses and it achieves with powerful full-frame, full-format cameras an image performance that until now has only been seen with medium-format systems.