



FOR IMMEDIATE RELEASE

MAY 6, 2021, WETZLAR - SETH EMMONS NAMED DIRECTOR OF COMMUNICATIONS AT ERNST LEITZ WETZLAR GMBH

CINEMA LENS MANUFACTURER ERNST LEITZ WETZLAR GMBH EXPANDS THEIR REACH WITH TECHNOLOGY VETERAN SETH EMMONS.

As Director of Communications, Seth Emmons will use his 15+ years of industry marketing and creative experience, including five years previously with Ernst Leitz Wetzlar, to strengthen and grow the brand's connection to the production community. Based in Los Angeles, California, Emmons will work primarily with the North American market of cinematographers, directors, rental houses, and professional organizations to increase exposure to the Leitz line of cinema lens products and develop brand opportunities.

Managing Director Rainer Hercher, "While Seth's impact on the company will include our messaging and outreach to the global production market, his primary focus will be continuing to expand our connections in the American film and television production community. He will be a technical and creative resource for cinematographers and a point of contact for those looking to learn about and test our wide selection of professional cinema lenses."

Most recently Emmons was Vice President, Marketing at The Tiffen Company, and has previously held marketing positions at Litepanels and Band Pro Film & Digital, as well as being one of the earliest employees at Leitz (formerly CW Sonderoptic) where he spearheaded their initial marketing efforts.

ABOUT ERNST LEITZ WETZLAR GMBH

The Ernst Leitz Wetzlar GmbH is one of the world's leading premium cine lens manufacturers based in Germany. The company distributes their lenses under the brand name 'Leitz'. With the development and production of these high-end quality, complex optical elements, the company has become one of the industry leaders in premium cinematographic optics within the last decade. The lenses are used in a large number of award-winning films and blockbusters, series and commercials worldwide. This achievement and the 'Science and Engineering Award' from the 'Academy of Motion Picture Arts and Sciences' are both validation and challenge to the people at Leitz, to continue with the development of high-end future film camera lenses, with the very same traditional technical precision, exceptional quality awareness and the deep passion for moving images to inspire filmmakers and enable them to realize their unique visions.

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