



PREPARE FOR MORE

Baar, Switzerland, 5 April 2016

Irix 15mm f/2.4 pricing announced

The new ultra wide-angle, rectilinear manual lens designed for DSLR cameras from TH Swiss will soon be available on the market.

The Irix 15mm f/2.4 lens is designed to deliver the best optical performance and match the demands of full frame DSLR cameras. Providing a focal length of 15mm, this new lens model is ideal for outdoor and indoor photography whether it is photojournalism, landscapes or architecture.

Recommended retail prices are:

695 EUR for Irix *Blackstone*

475 EUR for Irix *Firefly*

Both versions will be available for Canon EF, Nikon F and Pentax K mounts.

The Irix project is the result of cooperation of specialists, photographers, engineers and photography enthusiasts. Answering some rumours, we are proud to announce that Irix is a completely new project, not related to any of the existing companies in Korea, Japan or other Asian country as presumed before by some comments.

The European part of the project, gathering specialists from different European countries, is managed by TH Swiss AG, SPV established and based in Switzerland.

About Irix

Irix. Designed with both the effort and experience, of not only engineers, but also photographers. Swiss precision and Korean innovation create patented solutions with the finest optical performance and usability.

Prepare for more at: www.irixlens.com

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