

SYDNEY – 28 October 2009

## Lensbaby Soft Focus Optic

Turn your Lensbaby SLR lens into a soft focus lens by swapping the installed optic with the new Soft Focus Optic

The **Soft Focus Optic** is part of the Lensbaby Optic Swap System, for use with Lensbaby's Creative Effects SLR camera lenses, the **Composer®**, **Muse®** and **Control Freak™**. The Soft Focus Optic allows photographers to turn their Lensbaby SLR lens into a soft focus lens by swapping out the installed optic and dropping the new **Soft Focus Optic** into the lens.

**Soft Focus Optic** images are overall soft and diffuse, while somewhat sharper in the centre than at the edges. Photographers can control the degree of softness by using special soft focus apertures by themselves or in conjunction with regular Lensbaby aperture disks.

The **Soft Focus Optic** is different to Lensbaby's previous optics, with a much flatter field of focus than the **Double Glass**, **Single Glass**, and **Plastic Optics**. The images created by the **Soft Focus Optic** have a beautiful, soft quality throughout the image and do not feature the Sweet Spot of sharp focus and dramatic blur outside of that spot created by the **Double Glass**, **Single Glass**, and **Plastic Optics**. Instead of bending the lens, photographers will typically point their Lensbaby straight ahead to achieve a classic soft focus look.

The **Soft Focus Optic** works with standard Lensbaby apertures, but also comes with three special soft focus multi-hole apertures that combine one large opening over the optic's sharp centre with small openings over the optic's soft edges. This hole pattern creates a sharp underlying image with a soft overlay which is particularly noticeable on a low-contrast background. Photographers can stack the soft focus apertures together or with standard Lensbaby apertures to vary the amount of softness.

### Features/benefits

Creates images that are overall soft and diffuse	▶ suited for variety of soft focus applications such as portrait, landscape, urban, and botanical photography
Softness is controlled by changing the special apertures, or stacking them with regular Lensbaby aperture disks	▶ creative flexibility to suit the subject and its photographic interpretation
With the soft focus multi-hole apertures, bright, out-of-focus points of light take on the hole pattern's shape	▶ further creative scope which is made in-camera and not able to be simply emulated in a digital imaging program
Range of apertures from f/2 to f/22 using magnetic disk aperture system	▶ modifies the soft focus effects; also allows for a wide range of lighting conditions and variations in shutter speed for subject motion effects (frozen or blurred motion)

This image and more available at print resolution from <http://lensbaby.com/mediaroom>



### Specifications and RRP

Dimensions	4.9W x 4.9D x 3.4H cm (1.93"W x 1.93"D x 1.34"H)
Weight	39.7g (1.4 oz)
Focal length:	50mm
Optical design	Multi-coated optical glass doublet
Apertures	f/2 to f/22 using magnetic disk aperture system
Softness control	Changed using the Optic's special apertures, or by stacking them with regular Lensbaby aperture disks
Compatibility	Fits directly into Lensbaby's three Creative Effects SLR camera lenses: Composer, Muse and Control Freak
RRP	\$149.00
SKU	410110

### More information

phone 1300 882 517	email sales@maxwell.com.au	web www.lensbaby.com.au
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### Availability

The **Lensbaby Soft Focus Optic** will be in Australian retailers in mid-November 2009.

## Soft Focus Optic accessories

### SUPPLIED

- 3 special soft focus aperture disks (mid-brightness disk installed in Optic)
- Hard storage case
- Aperture Tool containing f/2.8 through f/22 aperture disks
- Microfibre lens cloth
- User guide

### OPTIONAL

- Lensbaby Accessory Kit
- Lensbaby 0.42 Super Wide Accessory Lens
- Lensbaby Step-Up/Shade

## About the Lensbaby Optic Swap System

The **Lensbaby Optic Swap System** now features six interchangeable optics that can be swapped in and out of **Lensbaby's** Creative Effects SLR Camera lenses, the **Muse**, the **Composer**, and the **Control Freak**. Each optic creates a different type of creative image, giving photographers unlimited freedom to achieve their unique artistic vision. The **Double Glass**, **Single Glass**, and **Plastic** optics have a curved field of focus that allows the photographer to control depth of field in a unique way by creating a Sweet Spot of sharp focus that is surrounded by beautiful blue. The other 3 optic options, **Fisheye**, **Soft Focus**, and **Pinhole/Zone Plate** all feature a flat field of focus and create distinctive looks.

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<http://lensbaby.com/mediaroom>

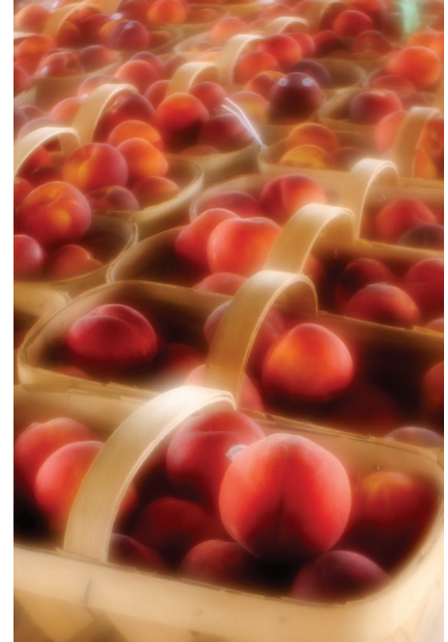


Photo © David Morel

## About Lensbaby

Lensbaby LLC is a company based in Portland, Oregon, USA manufacturing award-winning Creative Effects SLR camera lenses. Lensbaby was launched in February 2004 by Craig Strong, a professional photographer and the inventor of the patented Lensbaby Creative Effects SLR lens system. Lensbaby sells to photographers all over the world in leading photo retailers and through a growing global network of international distributors including Maxwell International Australia.

For more information about Lensbaby products, visit their Australian website [www.lensbaby.com.au](http://www.lensbaby.com.au).