



Baar, Switzerland, March 2<sup>nd</sup>, 2017

## Widen your point of view with the new Irix 11mm f/4 lens!

TH Swiss is pleased to announce the official launch of the newest model of Irix lens, the 11mm f/4. The new addition is another ultra wide-angle, rectilinear, manual focus lens designed for DSLR cameras. But this time... it's even wider!

### **The Ingenious functionality of the Irix 11mm f/4**

To the family of Irix lenses comes a lens with a focal length of 11mm and an aperture of f/4. Following the Irix 15mm f/2.4, the Irix 11mm has inherited the same tested and appreciated technological solutions such as: a convenient *focus lock* mechanism, an extremely useful *infinity click-stop* feature and a very intuitive and user-friendly *hyperfocal scale*. A rear gelatin filter slot is another feature it shares with its 15mm sibling.

### **Firefly and Blackstone versions**

Just like the Irix 15mm, the new lens is offered in two finish versions. *Firefly*, as a standard version is made of lightweight composite, provided with an anti-slip rubber coating and clearly printed markings. The premium version, the *Blackstone*, features a durable aluminum/magnesium alloy body that ensures rugged durability. Blackstone's engraved fluorescent markings reflect UV light to enable easy operation in low-light conditions.

For carrying purposes, the Firefly version will include a lightweight, soft lens pouch, while the Blackstone version will be shipped with a hard lens case. As with the Irix 15mm, each lens package will include an extra rear cap, in case you lose one.

### **Resistance to extreme weather**

All Irix lenses can be used in even the harshest weather conditions. Both versions of the 11mm are equipped with weather seals that protect the interior against dust and moisture. Two seals around the focus ring and one on the bayonet mount also protect against accidental water splashes.

### **Widen your point of view**

The Blackstone and Firefly versions feature identical mechanical and optical construction. The Swiss-designed optics offer minimal barrel distortion at 3.13% and an astonishing diagonal angle of view of 126 degrees. This combination makes the new lens an ideal tool for both outdoor and indoor photography - from photojournalism to landscapes and architecture. Encompassing capabilities once specific to analog photography with ingenious technology, the Irix 11mm f/4 is a perfect solution for both professionals and hobbyists.

**Technical data:**

Image size			35mm "Full Frame"
Focal length			11mm
Field of View			126° (diagonal)
Focusing range			0.28 m (0.92 ft) - ∞
Focusing type			manual with lock function
Aperture range			f/4.0 – f/22
Aperture control			via camera
Aperture shape			9 rounded blades
Lens construction			16 elements in 10 groups (4x HR, 3x ASP, 2x ED)
Front filter thread			N/A
Rear gelatin filter slot			30 x 30 mm
Available bayonet mounts			Canon EF, Nikon F, Pentax K
Weight	Firefly	Canon	785 g (1.73 lbs)
		Nikon	723 g (1.59 lbs)
	Blackstone	Canon	815 g (1.80 lbs)
		Nikon	792 g (1.74 lbs)
Dimensions (D x H)	Firefly	Canon	103 x 118 mm (4.06" x 4.64")
		Nikon	103 x 115 mm (4.06" x 4.53")
	Blackstone	Canon	103 x 118 mm (4.06" x 4.64")
		Nikon	103 x 115 mm (4.06" x 4.53")

**Recommended retail prices are:**

635 EUR (tax incl) / 575 USD (net) for Irix Firefly

865 EUR (tax incl) / 775 USD (net) for Irix Blackstone

Both versions will be available with Canon EF and Nikon F mounts. The Pentax K-mount version will be released later.

**Irix 11mm f/4 availability**

TH Swiss will be officially premiering the 11mm lens from **March 18<sup>th</sup> to 21<sup>st</sup>**, during **The Photography Show in Birmingham**. This will be the ideal opportunity to be the first to own this amazing lens. All interested parties are invited to visit **Irix at Stand No C31**. Worldwide sales will kick off after the exhibition.

*Irix. The photographers dream. Built by engineers and perfected by designers.*