

EDGE 80 OPTIC

Extraordinary creative control over depth of field with the impact of a tilt effects lens

Meet the Edge 80 - Lensbaby's most versatile optic, providing yet another extraordinary way to control depth of field. Use it as a straight lens to create beautiful images - or fluidly tilt it in any bending Lensbaby lens body to get a razor-sharp slice of focus through your image, surrounded by beautiful blur.

The Edge 80 is an 80mm f/2.8 optic with a flat field of focus and a 12-blade adjustable aperture. When pointed straight ahead the Edge 80 can be used as a high-quality lens, producing classic images with superb edge-to-edge sharpness, and is perfect for portraits.

Like a lens mounted on a view camera bellows, when tilted, the Edge 80 delivers a slice of tack-sharp focus through the image, bordered by a soft blur. Use this to great effect in any situation that lends itself to selective focus - from food photography to giving landscapes a "miniature" appearance. Tilt horizontally, vertically, or diagonally to place your slice of focus within the image.

Like the Sweet 35 Optic, the Edge 80 features Lensbaby's internal 12-blade adjustable aperture, quickly and seamlessly changed from f/2.8 through f/22 by rotating the dial on the front of the optic. In the same way as traditional depth of field, the extent of the slice of focus is determined by the aperture setting. For example, f/2.8 will produce a thin slice of focus with abundant blur; f/22 will produce a very wide slice of focus with just a small amount of blur. To adjust your focus along the image plane, rotate the focus ring.

The Edge 80 also features a special close-focus function. Extend the front of the optic to focus as close as 430mm (17 in.) away from your subject.

To use it on your camera, Edge 80 Optic must be used in a Lensbaby lens body. Part of the Lensbaby Optic Swap System, the Edge 80 is compatible with bodies including the Composer Pro, Composer, Muse, Scout and Control Freak. Buying just one Lensbaby lens offers access to a system offering 8 interchangeable optics that each give different ways to control depth of field and other creative effects - an unprecedented system within the world of photography.



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PHOTO TAKEN WITH THE LENSBABY EDGE 80 BY JOHN SWAINSTON



LENSBABY EDGE 80 WITH COMPOSER PRO

With the Edge 80, photographers can control a flat field of focus that becomes a slice of sharpness through the photo when the lens is tilted. With Lensbaby's Sweet 35, Double Glass, Single Glass, and Plastic Optics, photographers can control a curved field of focus that brings one area of the photo into sharp focus with other areas at the same depth of field falling off into blur. The Pinhole/Zone plate provides infinite depth of field, the Soft Focus optic delivers a sharp image with a soft overlay from edge to edge, while the Fisheye Optic provides a 160 degree angle of view on the world.

To better understand how tilt, aperture, and focus affect the placement and appearance of the slice of sharpness in your images, visit www.lensbaby.com for a great how-to video.

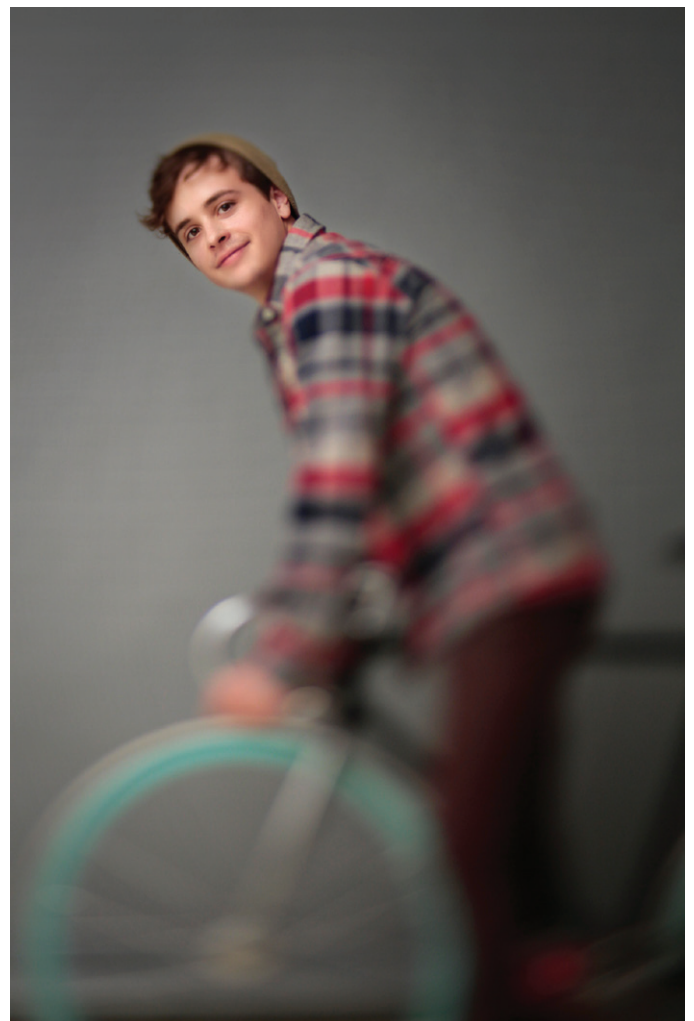


PHOTO TAKEN WITH THE LENSBABY EDGE 80 BY LIZ DEVINE



PHOTO TAKEN WITH THE LENSBABY EDGE 80 BY KATHLEEN CLEMONS

SPECIFICATIONS – EDGE 80 OPTIC

Focal length	80mm
Aperture	12-blade internal
Aperture range	f/2.8–f/22
Aperture control	Via dial on the front of the optic
Optic type	Flat field of focus; when tilted, creates a slice of sharp focus bordered by blur
Minimum focusing distance	Approximately 425mm (17in.) when the optic is extended forward in close focus mode and fully tilted
Maximum focusing distance	Infinity
Optical construction	5 multi-coated glass elements in 4 groups
Compatibility	Composer Pro, Composer, Muse, Scout and Control Freak (not compatible with the Composer with Tilt Transformer for micro 4/3rds and Sony NEX cameras)
Front thread	46mm (not compatible with 37mm Lensbaby accessories)

AVAILABILITY/TIMELINES

	SKU	RRP	Available
Edge 80	410131	\$339.00	late February
Information dated			15 February 2012

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 is used by photographers all over the world through leading photo retailers and a growing global network of international distributors including Maxwell International Australia.

For how-to videos on all products go to www.lensbaby.com