



# PRESS RELEASE

**LOS ANGELES, June 3, 2021** -- Factory Optic, a specialty provider of custom solutions and services for the film and television industries, announces the launch of a new product called **SYNCRO-LINK MARK-ZERO**. Featuring a next-generation lens metadata interface to provide simple plug-and-play connectivity between cinema lenses and Unreal Engine (for use in virtual production environments), the device greatly simplifies the metadata workflow. All available lens data, such as focus distance, iris t-stop, zoom focal length, entrance pupil and depth of field, is seamlessly streamed to Unreal Engine via an open-source plugin provided by LOLED VIRTUAL.

*“Using the **MARK-ZERO** allows our customers to focus their efforts on filmmaking while reducing the setup time,”* states Patrick Campbell of FACTORY OPTIC. *“With this new device, we enable users to seamlessly push lens metadata direct to Unreal Engine, in perfect sync with the camera shutter. It allows full control of the data flow, no matter which camera is being used, and with OpenCV lens distortion values being streamed, the need for tedious lens calibration has been eliminated.”*

**MARK-ZERO** will support metadata streaming from Cooke /i enabled lenses and with the Zeiss eXtended Data, lens distortion and shading/vignetting is now available to be utilized in UE. Streaming works with all camera frame-rates from 23.98 to 60. Data is timecode stamped and sent over UDP direct to Unreal Engine via PoE.

For more detailed technical information about Factory Optic’s new **SYNCRO-LINK MARK-ZERO**, visit [www.factoryoptic.com/syncrolink](http://www.factoryoptic.com/syncrolink)

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## **ABOUT FACTORY OPTIC**

Factory Optic is a California-based consultative resource in the application of concept-to-reality technology design offering award-winning bespoke craftsmanship, across every production discipline, within the Entertainment Industry. Creative product design, exceptional innovation, and rapid prototyping / iteration are the hallmarks of its success.