



PRESS RELEASE

LOS ANGELES, January 24, 2022 -- 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 "SERVO32"**. Ideal for complex camera setups such as 3D or multi-camera arrays Drive up to 32 lens motors from a single Preston Hand Control.

*"Using the **SERVO32** allows our customers to focus their efforts on filmmaking while reducing the setup time,"* states Patrick Campbell of FACTORY OPTIC. *"Our newest production tool is made to order and customizable - it allows you to replicate control over multiple Preston Cinema MDRs with a single hand unit, which is a significant breakthrough in efficiency."*

SERVO32 works with MDR-2 and MDR-3 motor drivers. The SERVO32 makes it possible to connect up to 7 additional MDRs to your system, giving you the ability to control up to 32 lens motors when using MDR-3s. By configuring the Preston Hand Unit to duplicate focus and iris channels, you can control focus and iris on up to 16 prime lenses, all from a single Preston Cinema hand unit.

For more detailed technical information about Factory Optic's new **SYNCRO-LINK SERVO32**, visit the [SERVO32](#) section of [Factory Optic.com](#)

###

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.



PRESS RELEASE

Hello

This is to inform you of the launch of a new Film, TV, and Virtual Production product invented by Factory Optic LLC. It is called "SYNCRO-LINK" and it is the first lens metadata interface to provide simple plug-and-play connectivity between cinema lenses and Unreal Engine (for use in virtual production environments). In short, SYNCRO-LINK greatly simplifies the metadata workflow.

We think that this news should be known by more production professionals and feel that, perhaps, by alerting you of its existence, we can get some notice or a little press - anything to get the information into the hands of the end-users.

I have attached the official PRESS RELEASE and here is a link to the product info from the Factory Optic website https://factoryoptic.com/?page_id=902

Any help that you can provide through your network would be greatly appreciated.

Thank you.

FACTORY OPTIC - LOS ANGELES