

Reverse adapter for Micro-Four-Thirds-Cameras

Close – closer – NOVOFLEX

Products for close-up and macro photography are a specialty of NOVOFLEX and enjoy an excellent reputation in the photographic world. The Memmingen based company is now adding the **automatic reverse adapter MFT-RETRO** to complement its extensive macro assortment.

The new reverse adapter opens the world of extreme close-up photography to users of MicroFourThirds cameras. The MFT-RETRO adapter can be used with prime-focal and zoom lenses as well. However, the use of zoom lenses is strongly recommended. By default, the reverse adapter comes with a 58 mm filter thread. For lenses with other filter sizes NOVOFLEX offers stepping rings. In addition, the MFT-RETRO transfers all control functions between the camera and lens.

Image quality is the decisive factor. In case of magnification factors greater than life size (1:1), the reverse mounting of the lens results in a remarkably better image quality compared to normal use. E.g. in case of using a camera with the zoom lens Olympus M.ZUIKO DIGITAL ED 12-100 mm / 1:4.0 IS PRO in reverse mounting and a focal length of 15 mm, an image scale of nearly 4:1 will be reached. Even greater image scales can be reached by using bellows. E.g., using the Olympus M.ZUIKO DIGITAL ED 12-100 mm / 1.4.0 IS PRO in connection with BALPRO 1 bellows unit with full extension and a focal length of 40 mm an image scale of 6:1 can be achieved. Combining MFT-RETRO with a universal bellows of the BALPRO- or CASTBAL series makes the bellows become a full-fledged automatic bellows unit.

General advantages at a glance:

- small and light-weight
- all functions of the lens remain unchanged
- multi-purpose combination possibilities

Advantages over macro lenses:

- greater image scales
- inexpensive solution

Advantages over extension tubes:

- lighter and smaller
- gapless transition from normal to extreme image scales

Advantages over close-up lenses:

- remarkably higher image scales
- greater versatility in terms of image scales



PRESS INFORMATION

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In order to protect the sensitive rear lens element NOVOFLEX supplies a high-quality, multi-layered protection filter „Made in Germany“ that comes with the MFT-RETRO.

The automatic reverse adapter MFT-RETRO will be available right after photokina 2018.

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Text and photo data can be downloaded from website www.pr-guenther.de (refer to information per company). If desired, we will be pleased to send you the data by e-mail (jg@pr-guenther.de).



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