



PRODUCT BULLETIN

Strong International® / Ballantyne of Omaha®

Product Bulletin Number: PB-019

Date: 5 April, 2002

ISCO OPTIC Lenses

Inventory Reduction Program offers special pricing on ISCO quality lenses

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|-------------------------------------|---|
| <input type="checkbox"/> | New Product |
| <input type="checkbox"/> | Product Improvement or Upgrade |
| <input type="checkbox"/> | New Optional Features for Current Product |
| <input checked="" type="checkbox"/> | For Information Only |

Inventory Reduction Program

Strong International is over-stocked on some ISCO lens types and focal lengths. In order to reduce excess inventory, Strong is offering very special pricing on high quality ISCO Lenses for 35mm film projection. Savings are as high as 85% off the original List Prices of these products! These are “new-in-the-box” lenses and fully supported by Strong’s standard one-year warranty.

Pricing and Availability

These prices are good while the supplies last. Pricing applies *only* to the lenses offered in this program. First come, first served on all products. All prices are FOB Omaha, NE.

This is an excellent opportunity to upgrade from old and deficient lenses at great prices. Ultra MC35 and MC3570 Lenses are an economical way to move into a very good quality product from old Snaplite and Japanese designs. The Academy Award Winning Ultra-Star * HD is still a standard of the industry, equaling performance of any lens on the market with the exception of ISCO’s latest Academy Award Winner, the new Ultra-Star* HD Plus.

Two items of note: Included in this list is the (754.48) Ultra-Star * HD Cinemascope Attachment. This five-element Anamorphic is renowned for its performance and quality in critical applications, with superior edge-to-edge focusing and light uniformity on screen. Couple this Anamorphic to a quality primary lens that is also available in this program, and you can achieve state-of-the-art projected image quality at a fraction of the normal cost. *Available at this price for a limited time only.*

We are also including the (774.05) Zoom Converter Type L. Similar in function to the original “Magna Com”, this Converter is part of the “HD” (High Definition) line of products and is greatly improved from the original.

Take advantage of these great prices – 50% – 60% – as much as 70% off compared to the original List Prices of these products!

Contact your Dealer today!

For additional information please contact Strong International Customer Service Department

***4350 McKinley Street, Omaha, NE 68112 USA
TEL: +1 (402) 453-4444, FAX: +1 (402) 453-7238
Email: www.strong-cinema.com***

File: PB-019 ISCO Inventory Reduction

ISCO Inventory Reduction Program Items:

Order No.	Focal Length, mm	Normal List, US\$	Order No.	Focal Length, mm	Normal List, US\$
ULTRA-STAR * HD			ULTRA MC35, MC35/70		
77007	29	1,950.00	74211	22	1,420.00
77607	45	1,610.00	75003	45	1,420.00
72207	55	1,430.00	72256	55	1,260.00
72307	60	1,430.00	72356	60	1,260.00
72507	70	1,430.00	72556	70	1,260.00
72607	75	1,430.00	72656	75	1,370.00
72707	80	1,430.00	72756	80	1,370.00
72807	85	1,680.00	72856	85	1,370.00
72907	90	1,680.00	72956	90	1,370.00
73007	95	1,680.00	73056	95	1,370.00
74837	50mm SCOPE	3,590.00	73156	100	1,530.00
			73256	105	1,530.00
748.42	75mm SCOPE	3,590.00	73356	110	1,530.00
			73456	115	1,530.00
75441	Anamorphic	2150.00	73556	120	1,530.00
			73756	130	1,710.00
75448	Anamorphic	2,630.00	73856	135	1,710.00
			73956	140	1,710.00
77405	Zoom Type L	1,830.00			

Terms

Warranty: All products offered under this program are new, in the box lenses and carry the standard Factory Warranty. Warranty claims are for exchange or replacement of the original product only. ALL Warranty claims must be made through Strong's Customer Service Department. Strong is not responsible for products used outside of their designed application.

Returns & Exchanges: All sales are final, no credit for returns. Exchanges for lenses of equal or lesser values will be allowed for suitable lenses listed within this program. Customer is responsible for any price increases required for the exchange. Returns are to be made directly to Strong, shipping costs prepaid. Any products returned to Strong must be accompanied by a Return Authorization obtained from Strong Customer Service. Any goods returned freight collect or without an RA Number will be refused and returned to Sender.

Sales Terms: Net 30-days to existing accounts. Cash In Advance (CIA) or Cash On Delivery (COD) to other customers. CIA Payments may be by Credit Card or Funds Transfer. Customer is responsible for any and all banking or COD Charges. All Sales are FOB Factory, Omaha, Nebraska.

Pricing does NOT include couplers, adapters or extension rings that may be required for proper use and installation. Such items are available at normal prices.

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