

Panorama



Watching videos at total ease – with the *cinemizer* from Carl Zeiss.

Movies for Your Vest Pocket

The *cinemizer* from Carl Zeiss puts movies at the end of your nose

A long-distance flight, an awful TV lineup at a hotel, a late train – business trips can be boring. With the *cinemizer*, Carl Zeiss has landed a winner: an innovation that puts movies from portable players right in front of your eyes and looks just like a pair of sunglasses. The *cinemizer* simulates a 115 cm display at a distance of two meters, giving the wearer an authentic movie feeling with a private viewing. The smooth adjustment possibilities on both sides for different prescriptions enable people with visual defects to also enjoy this exclusive experience. Loudspeakers integrated into the earpieces ensure a good sound. The high-performance battery guarantees four hours of movie enjoyment. You can watch your favorite videos and movies anytime, anywhere. Simply connect the *cinemizer* to the iPod using the practical clip or connect it to another mobile video player via a cable. The main advantage: there are no

uninvited guests such as the person sitting next to you. Optimized for iPod with video, the *cinemizer* can nonetheless be connected to other devices, such as your home DVD player or a game console, thanks to an additional jack. Gamers and movie enthusiasts can indulge in their passion without turning other family members into unwilling participants. The *cinemizer* celebrated its world premiere at this year's MacWorld Expo in San Francisco in January.