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# Viltrox Showcases Upcoming Lens Lineup and New TTL Flash at IBC 2025

## Discover Viltrox Innovations at IBC 2025 – Hall 11, Booth A09, RAI Amsterdam, September 12–15

**Shenzhen, China, September 10th, 2025 -** Viltrox, a leading innovator in photographic and cine optics, will unveil a diverse portfolio of upcoming products at IBC 2025. Visitors can discover the brand’s latest advances in lens and imaging technology, including new autofocus lenses, a next-generation TTL flash, and intelligent optical solutions designed to enhance creative workflows.

### Product Highlights at IBC 2025

* **AF 50mm F1.4 Pro –** a professional-grade full-frame lens delivering exceptional sharpness and outstanding low-light performance.
* **AF 9mm F2.8 Air (APS-C) & AF 14mm F4.0 Air (Full-Frame) –** ultra-wide lenses from the lightweight Air series, engineered for creators who prioritize portability without compromising quality.
* **AF 85mm F2.0 EVO –** the first lens in the new EVO series, combining refined optics with a modern design language.
* **Z3 TTL Camera Flash –** featuring a unique mech-inspired design with powerful lighting control.
* **Nexus AI Autofocus Adapter –** an innovative adapter integrating artificial intelligence to expand focusing capabilities.

### A Complete Optical Ecosystem

Beyond first-look products, Viltrox will present its broader ecosystem, including the **LAB, Pro, and Air lens series,** the **DL-mount lineup** for DJI Ronin 4D and Inspire 3, and the **Epic 1.33X anamorphic cine lenses**. Together, this range underscores Viltrox’s commitment to empowering photographers, filmmakers, and hybrid creators with versatile tools that elevate visual storytelling.

### Inspiring Creativity

Under the theme **“Powering Every Vision,”** Viltrox highlights its mission to provide reliable, high-quality, and customizable optical solutions that inspire creativity and innovation worldwide.

### Visit Viltrox at IBC 2025

Viltrox invites industry professionals, creators, and media representatives to visit **Hall 11, Booth A09 at RAI Amsterdam** from **September 12–15, 2025** to experience the next generation of imaging solutions firsthand.

### About Viltrox

Viltrox, established in 2009, is a globally-recognized leader in camera lenses and adapters, specializing in high-performance equipment for photography and cine. The company’s portfolio includes cinema and autofocus lenses – such as the LAB, Pro, and Air series, launched since 2018 – along with monitors, adapters, and lighting solutions.

Driven by innovation, the company expanded further into cine in 2022 with the "EPIC" anamorphic and "LUNA" zoom lenses, offering cost-effective solutions for filmmakers worldwide. Renowned for their exceptional optical quality, reliability, and accessible pricing, Viltrox products reflect a commitment to engineering excellence and user-centered design, empowering content creators in both still and motion photography. For more information, please visit: <https://viltrox.com/>