FOR IMMEDIATE RELEASE

# Viltrox to Unveil Impressive New Lenses at TPS 2025 in London

## *Innovative lenses and accessories expand comprehensive Viltrox photo and video range*

**Shenzhen, China, March 4th, 2025 -** Viltrox will be revealing an extensive range of previously-unseen camera lenses at The Photography & Video Show (TPS 2025) in London, one of the top European events for photographers and videographers of all skill levels. Viltrox will be at booth A40.  
  
TPS will reveal Viltrox’s cutting-edge product lineup, including the highly-anticipated Viltrox AF 50mm F2.0 Air FE/Z/XF, a compact and versatile “Nifty Fifty” lens, ideal for street and everyday photography; the new AF 35mm F1.2 LAB FE, which delivers exceptional image quality and low-light performance; the AF 85mm F1.4 Pro FE, which redefines portrait photography with sharp details and creamy bokeh.  
  
These photography innovations help solidify the company’s rise as a leading optical manufacturer. Underlining this, respected photographic experts will share their knowledge and answer questions at the Viltrox booth in two special events. The show runs from March 8 to March 11, 2025, 10am to 5pm each day, at Excel London Exhibition Hall.  
  
Other new Viltrox products shown for the first time include: Viltrox AF 135mm F1.8 LAB Z, the Viltrox DC A1 Monitor, Viltrox DC L1/L2 Monitor, and the Viltrox Raze AF DL Mount Full-Frame Lens Set. In addition, the company will be showing the recently-launched Charging Case, a convenient and innovative power solution for photographers and videographers, and the AF 25mm F1.7 Air E/Z/XF lens. An extensive range of other Viltrox lenses, lights and accessories will also be at the booth.

### TPS 2025 highlights

The annual Photography & Video Show is a vibrant showcase of the latest imaging technology, offering attendees the chance to explore cutting-edge cameras, lenses, lighting, and software from top brands.  
  
"We’re excited to be at TPS 2025 and showcase our latest advances in lens technology and imaging accessories," said Daniel Dai, Viltrox CEO. "This event helps us connect, in person, with photographers and videographers, and to demonstrate our commitment to innovation and quality."

### Viltrox guest speakers and special events

Kicking off a schedule of informative expert-led events at the Viltrox booth, on March 8 at 1pm, the Director and Cinematographer, Sean Ellis BSC (British Society of Cinematographers), will share his insights about cinematic storytelling and Viltrox CineLenses, and follow up with a Q&A session.  
  
On March 9, respected portrait photographer, Diana Kenyeres (@DianaKenyeres), will be giving a talk at the Viltrox booth, showing how to master portraits with Viltrox LAB Series lenses. This event begins at 2:30pm, and it will be followed by a Q&A session with Diana, and then a prize raffle for the audience, with numerous prizes from Viltrox.  
  
The following day, March 10, Kevin Mullins, the noted documentary photographer, will be speaking at the Viltrox booth, starting at 2:30pm. Kevin will share his extensive knowledge of lens design from all angles, including superior optics, practical usage, and usability – and talk about documentary photography with the Viltrox Pro Series Lenses. He will take questions after his talk.  
  
Speaking events will include prize raffles featuring exciting Viltrox products, such as a Viltrox Air Series Lens and Viltrox DC Series Monitor.

### Enjoy discount TPS 2025 tickets, courtesy of Viltrox

Visitors can easily use Viltrox’s discount code, VILT25, to get a 25% discount on show tickets by signing up in advance at: <https://eventdata.uk/Consumer/ThePhotographyShow2025.aspx?DiscountCode=VILT25>

### Event Details

Date: March 8-11, 2025 (10am-5pm)   
Location: Excel London Exhibition Hall, Royal Victoria Dock, 1 Western Gateway, London, UK Viltrox is at: Booth A40

### About the Viltrox guest speakers

Sean Ellis – IMDB: <https://www.imdb.com/name/nm1193346/>, Instagram: [@seanellisphoto](https://www.instagram.com/seanellisphoto)  
Diana Kenyeres – [Dianakenyeres.com](https://www.dianakenyeres.com/) / Instagram: [@dianakenyeres](https://www.instagram.com/dianakenyeres/)   
Kevin Mullins – [Kevinmullinsphotography.co.uk](https://www.kevinmullinsphotography.co.uk/) / Instagram: [@kevinmullinsphotography](https://www.instagram.com/kevinmullinsphotography/) / Youtube: [@kevin\_mullins](https://www.youtube.com/@kevin_mullins)

### About Viltrox

Shenzhen Jueying Technology Co., Ltd, known under the Viltrox brand name, was founded in 2009 and is headquartered in Shenzhen, China. Viltrox is dedicated to providing high-quality imaging equipment for professional photographers and enthusiasts worldwide. With a focus on innovation, Viltrox designs, develops, manufactures, and sells a wide range of imaging products, including lenses, camera monitors, lens adapters, and photographic lights. Viltrox focuses on anticipating customer needs and leveraging new technology to provide excellent performance, reliability, and affordability. The company invests heavily in research and development, driving technological advancements to empower content creators at all levels. Learn more about Viltrox at <https://viltrox.com/>