



Scheimpflug: Powering New York City's Creative Vision Through Cutting-Edge Camera and Lighting Solutions

Scheimpflug, a distinguished camera and lighting rental house, stands as a cornerstone in New York City's independent film industry. With a commitment to empowering filmmakers, producers, and photographers, [Scheimpflug offers](#) a blend of decades-long expertise and cutting-edge technology, ensuring that every creative vision is realized with precision and excellence

A Legacy of Excellence

Founded in 2004, Scheimpflug has cultivated a reputation for reliability and innovation. Their mission revolves around providing clients with the latest industry tools, meticulously maintained and delivered promptly. In moments of unforeseen challenges, their team responds swiftly, embodying a dedication to seamless service.

Comprehensive Camera Department

Located in Chelsea, Manhattan, Scheimpflug's Camera Rental Department spans multiple floors, featuring state-of-the-art checkout areas and an extensive inventory. Clients have access to top-tier equipment from brands like ARRI, Sony, and Canon, encompassing cinema, HD, DSLR, mirrorless, virtual reality, 360, and specialty camera packages. The department also boasts a diverse selection of lenses, including both modern and vintage options, catering to a wide range of creative needs. Advanced diagnostics equipment ensures that all gear is serviced, cleaned, and calibrated to perfection after every use.

Specialized Lighting Solutions

In Long Island City, Scheimpflug's Lighting Department offers the latest in lighting rentals, grip truck packages, dolly rentals, and production equipment. Their team, rich in experience and passion, is dedicated to supporting filmmakers with unparalleled service, ensuring that every lighting requirement is met with precision.

Pioneering 3D Scanning and VFX

Operating under Flug Films, Scheimpflug provides high-resolution 3D body and head scanning services in Manhattan. These services cater to VFX, CGI for video games, films, and commercials. Utilizing the latest lidar scanners, they also offer [3D scanning for props](#), sets, and locations, along with equipment rentals and expert support.

Esteemed Clientele

Scheimpflug's dedication to quality has attracted collaborations with industry giants such as Warner Bros, FOX, NBC, CBS, ABC, HBO, and Netflix. Their portfolio showcases a diverse range of projects, reflecting their versatility and commitment to excellence.

Understanding the Scheimpflug Principle

The company's name pays homage to the Scheimpflug principle, a geometric rule describing the relationship between the lens plane, image plane, and plane of focus in photography. Named after Austrian army Captain Theodor Scheimpflug, this principle is fundamental in achieving sharp focus across a scene, especially when the subject plane is not parallel to the image plane. By tilting the lens, photographers can align these planes to ensure that the entire subject remains in focus.

Commitment to the Creative Community

Beyond equipment rentals, Scheimpflug is deeply invested in the success of its clients. They offer comprehensive support, from assisting with account setups to providing detailed guidance on their rental process. Their facilities are designed to accommodate thorough camera checkouts, ensuring that clients are confident and prepared for their shoots. Additionally, Scheimpflug offers flexible delivery services, emphasizing their commitment to convenience and client satisfaction.

Staying Ahead with New Arrivals and Projects

Always at the forefront of technological advancements, [Scheimpflug](#) continually updates its inventory with new arrivals, ensuring that clients have access to the latest equipment. Their involvement in various projects highlights their adaptability and dedication to supporting a wide array of creative endeavors

Engaging with the Community

Scheimpflug maintains an active presence on social media, sharing insights, updates, and engaging with the creative community. Their blog features articles on industry trends, equipment insights, and [company news](#), fostering a space for learning and collaboration.

In essence, Scheimpflug embodies a fusion of tradition and innovation, offering unparalleled support and resources to the creative professionals of New York City and beyond.