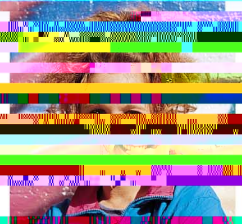


CENTER SPOT



Center Spot

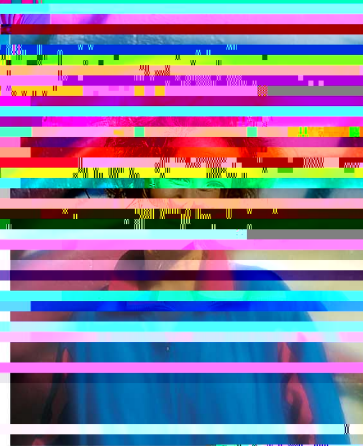
Isolates the main subject in the center, while dimming a distracting background. Ideal for portraits.



Soft/FX

The Soft/FX filter is designed specifically to reduce fine wrinkles and skin blemishes, while leaving larger features such as sharp lines, lips and eyes, crisp and vivid. It also reduces contrast, to minimize facial imperfections and create a more pleasing portrait.

- Ideal for portrait photography.
- Softens unwanted wrinkles.
- Keeps eyes sharp and sparkling.



© Daniel F. Zucker

Warm Soft/FX



Combines the innovation of the Soft/FX filters with the exclusive 812° warming filter, balancing color to make people look their best.

Perfect for all people photography.

- Two beautiful colors.
- Gives skin a warm healthy glow.



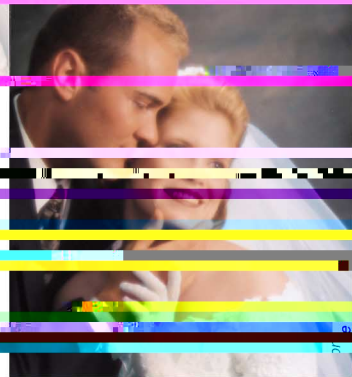
Without Filter



Without Filter

Warm Soft/FX 3

© La Derr



© M. Zucker

Warm Soft/FX 3

CONTRAST AND HOLLYWOOD/FX



Ultra Contrast



North Star Vector Star Hollywood

Controlling Contrast

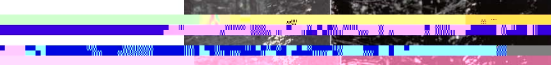
Controlling contrast on exterior exposures for either highlights or shadows will leave the other severely under or over exposed.

Ultra Contrast

Tiffen was recognized with a Technical Achievement Award from the Academy of Motion Picture Arts & Sciences for the innovation of this popular Modulo™ lens.

Works with surrounding ambient light

- Captures details lost in shadows
- Lowers contrast evenly throughout
- No flare or reduction
- Lets you "see" more.

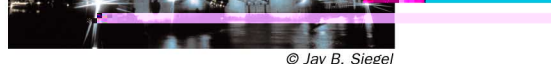
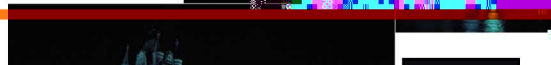


Hollywood/FX

Voluc, Hyper, Vector & Hollywood Stars

Exciting and dazzling star effects generated from original point or reflected light sources with the added glitter and sparkle of these exclusive, natural looking asymmetrical designs and shapes. Great for water scenes.

- Exciting array of patterns
- Limitless
- Rotating mount allows exact positioning of light source
- Can be used as a creative device.



COLOR GRAD® FILTERS



Color-Grad



Color-Grad



Color-Grad

Color-Grad® Filters

Blue



Not just a filter. Always was, and always will be.

Transform an average sunrise or sunset into something spectacular or convert a dull, washed-out sky to a breathtaking blue. In other words, done as much to improve landscape photography as the graduated filter. Adds color, leaving the rest of the scene unaffected.



Half color, half clear with a graduated density. Tiffen Color-Grad filters are available in a rainbow array of colors and Neutral Densities .3, .6, and .9. Use in combination with other filters. Use in half of the image, then flip the filter to the lower half.

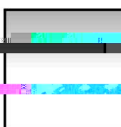
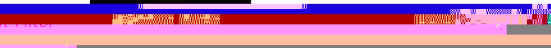
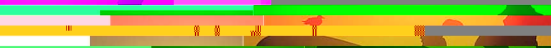


Color-Grad® Neutral Density Filters

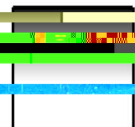
Often, you want to balance light intensity between two areas within a scene. This is especially true when doors to allow more sky detail while properly exposing the foreground. Exposing for the foreground will produce a washed-out, overexposed sky, exposing for the sky will leave the foreground dark, underexposed.



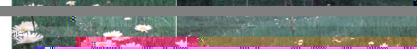
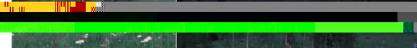
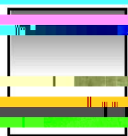
Color-Grad Neutral Density filters combine part neutral density with a smoothly graded transition between. A Color-Grad ND is best for balancing sky and foreground. The appropriate density will vary with the application.



ND .3



ND .6



Without Filter

BLACK & WHITE PHOTOGRAPHY

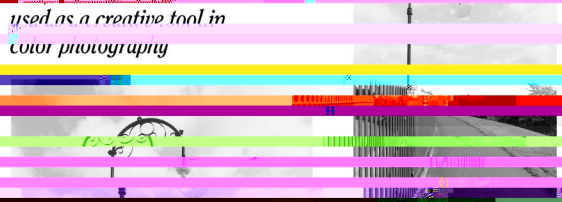
Filters for Black & White Photography



Yellow 8 FS21

100% transmits medium yellow in color, offers the most correct tonal range contrast to produce natural color.

for use as a creative tool in color photography



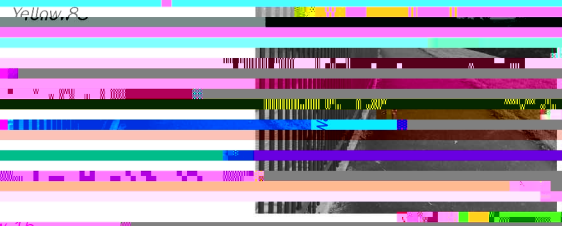
Yellow 12 FS21

“Minus Blue” cuts 100% of blue light, reduces excess blue in film and color photography. Recommended as a basic filter with Kodak Aero Ektachrome Infrared film.



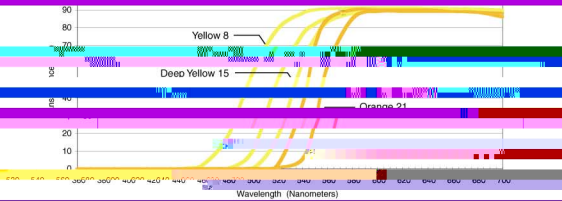
Yellow 15 FS21

Enhances landscapes, marine scenes and aerial photography. Recommended for use with more than 100% Yellow 8.



Orange 16 FS21

Deeper than Yellow 15 for more contrast in Yellow and Orange



Orange 21 FS21

Absorbs blue and blue green tones, darkens in color.



Blue 47B FS24

- Dark blue filter that accentuates haze and fog.
- Used for dramatic effect and contrast.

Blue 47C FS24

- Dark blue filter that brightens blue subjects, used for aerial

BLACK & WHITE PHOTOGRAPHY



Green 11 Green

Green 11 FS3

Ideal for creating soft, hazy outdoors. Especially suited for portraits photography against a bright, overcast sky. All greens are lightened to reveal more detail.

- Darkens sky and clouds.
- In foliage, greens become more natural.



Without Filter

Green 58 FS3

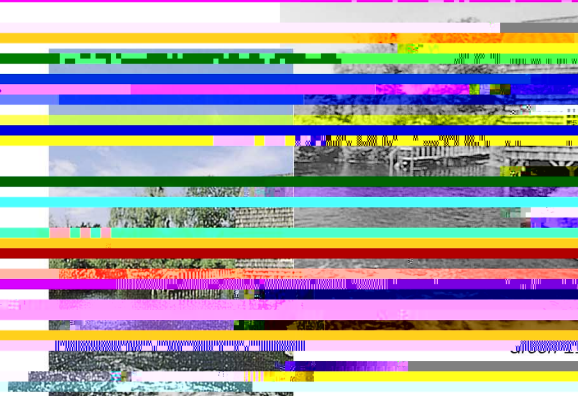
Dark green filter that neutralizes yellowish-green.



Red 12 Red 25 Red 29

Red 12 FS3

Lightest filter in the red series that darkens sky and water, as well as foliage. For photography, not recommended.



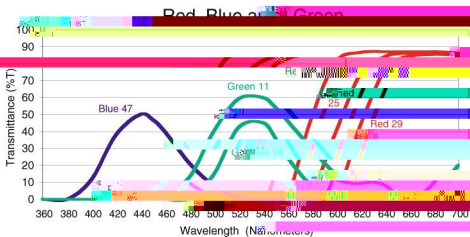
Create dramatic sky effects, especially at midday with slight underexposure. Use with infrared film to yield extreme contrast with skies from fading white and cut through fog.

- Darkens blue sky, creating dramatic contrast between sky and clouds.
- Creates greater contrast between foliage and flowers.

Red 29 FS3

- Excellent copying filter for black and white.
- Used in scientific photography.
- Use with Polarizer for dramatic effects.

Without



MULTIPLE FILTER KITS

Kit

more economical than individual filters. These multiple filter kits take the guesswork out of having a variety of creative combinations of Tiffen filters. These popular filters provide a range of artistic possibilities for almost every photographic application.

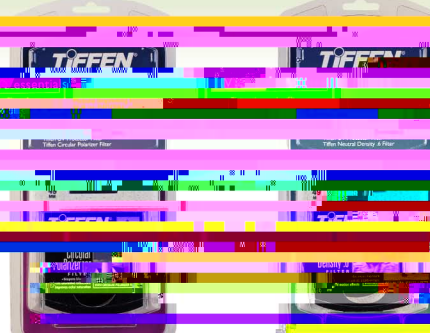


Photo Essentials
Two Piece Kit

#1 Selling Filter Pack
UV Protector
Circular Polarizer
(Storage case included)

Recommended by experts
UV Protector
Neutral Density 10
(Storage case included)

Photo Essentials
Three Piece Kit

Picture Perfect Photos!
UV Protector
812® Color Warming Filter
Circular Polarizer
4-Pocket Filter Pouch

Color ENHANCING KIT
Make color POP!
UV Protector
812® Color Warming Filter
Color ENHANCING Filter
4-Pocket Filter Pouch



Deluxe 2.5 Filter Kit

Light Balancing
UV Protector
Neutral Density 10
FL-D Filter
4-Pocket Filter Pouch

for Wide Angle Lenses
UV Protector
Circular Polarizer
4-Pocket Filter Pouch

Special Kits

Video Essentials

Classic Kit

Perfect for Portraits & Scenes
Warm Soft DX-5
Vector Star
Black Pro-Mist® 3
Ultra Contrast 3
4-Pocket Filter Pouch

Portrait Kit

Create that Special Look
Warm Soft DX-5
Black Pro-Mist® 3
Warm Pro-Mist 3
4-Pocket Filter Pouch

Designed for Digital Video

Clear
Warm UV 17

UV KIT

Black Pro-Mist 1/2
Black Pro-Mist 3/4
Warm Pro-Mist 1/4
Soft/FX® 1
6 Pocket Filter Pouch

UV KIT

Gold Diffusion FX® 1/2
6 Pocket Filter Pouch