

*Helping Create the  
World's Greatest Images*

Improve Your Images  
with Tiffen Filters

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The Tiffen logo is a large, stylized letter 'T' in a light blue color, set within a circular frame. To the right of the 'T' is the word 'TIFFEN' in a bold, blue, sans-serif font, with a registered trademark symbol (®) to its upper right.

**TIFFEN®**

Visit us on the web at [www.tiffen.com](http://www.tiffen.com)

# Tiffen Filter Effects

*Filters are the most cost effective method  
for improving images!*

- There are six general classes of filters
  - UV Reduction/Protection
  - Outdoor Filters
  - Indoor Filters
  - Portrait Filters
  - Special Effects
  - Filters for Black and White Photography

The Tiffen logo is a large, semi-transparent watermark in the bottom left corner. It features a stylized 'T' inside a circle, followed by the word 'TIFFEN' in a bold, sans-serif font with a registered trademark symbol (®).

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# Protect Your Investment

- Reduce blue cast caused by UV light
- Protect lens from breakage, scratching, dust
- It is much easier to replace a UV filter after breakage than your expensive lens



Also available: Digital Ultra Clear, Clear, Sky 1-A, Haze 1, Warm UV 17

# Outdoor Essential Filters

- Sunny Skies and Glare
  - Polarizer, Circular Polarizer, Ultra Pol® Polarizers
  - Neutral Density





NO FILTER

The **POLARIZER** and **CIRCULAR POLARIZER** are the best all around outdoor filters. They saturate colors and produce deeper colored blue skies which also provide a striking contrast with white clouds.



TIFFEN POLARIZER



**POLARIZER** filters also reduce reflections and glare when shooting through water.



NO FILTER

Polarizer filters also reduce reflections and glare when shooting through windows.



TIFFEN POLARIZER



NO FILTER



TIFFEN WARM POLARIZER

**POLARIZER** filters also reduce reflections and glare when shooting people through windows.





**NO FILTER**



**TIFFEN STANDARD POLARIZER**



**TIFFEN ULTRA POLARIZER**

Look at the difference in blue skies.

Tiffen offers the Standard and Ultra Pol Polarizers in Circular and Linear Polarizers.



NO FILTER



TIFFEN STANDARD POLARIZER



TIFFEN ULTRA POLARIZER

Notice the difference of clarity through the glass.

# Outdoor Essential Filters

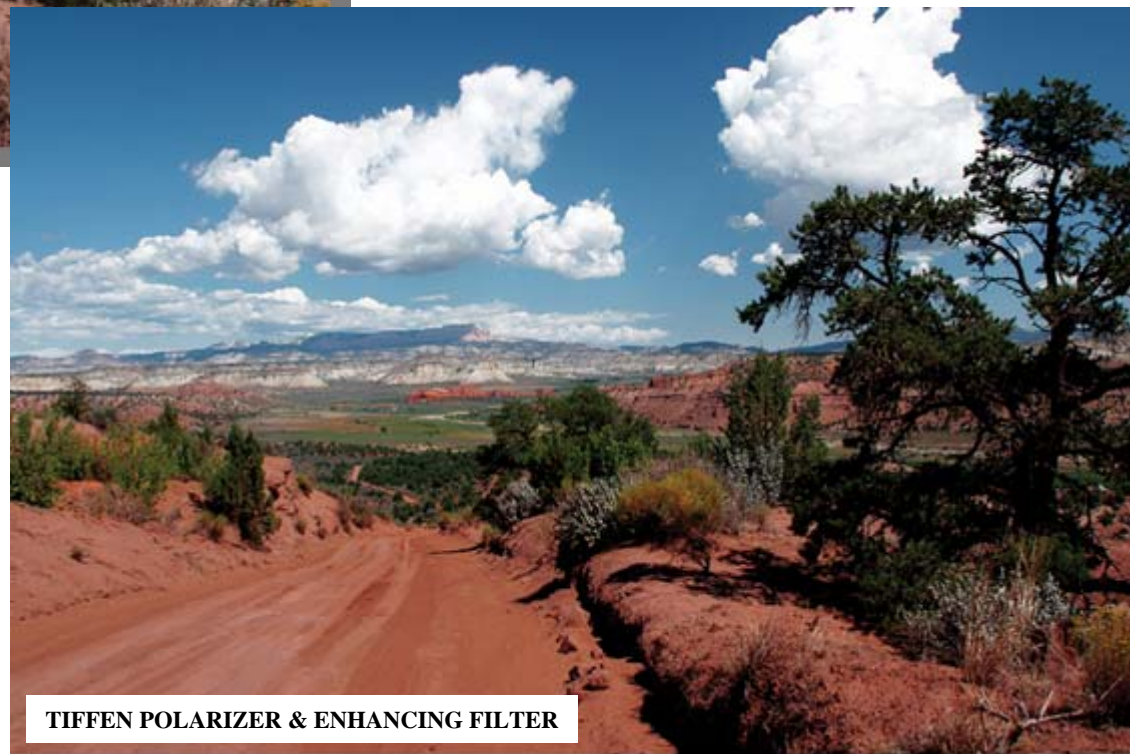
- Nature/Landscape/Foliage
  - Enhancing
  - Enhancing and Polarizer combination
  - Color-Grad<sup>®</sup> Blue, Sunrise, Neutral Density





NO FILTER

Combine the Polarizer  
with an ENHANCING®  
filter for dramatic  
effects.



TIFFEN POLARIZER & ENHANCING FILTER



NO FILTER

The **ENHANCING®** filter is specially made glass that creates “super saturation” to warm tone colors (reds, browns, oranges, yellows).



TIFFEN ENHANCING FILTER

It has minimal effect on cool tone colors. Use in combination with a polarizer for even more dramatic effects.



The Tiffen **ENHANCING**® Filter makes reds, rust browns and oranges “pop” with minimal effect on other colors.

# Color-Grad Filters





NO FILTER

**COLOR-GRAD®** filters transform an average sunrise or sunset into something spectacular or convert a dull, washed-out sky to a breathtaking scenic.



TIFFEN COLOR-GRAD® SUNSET

Add color selectively while leaving the rest of the scene unaffected.

Available in a rainbow array of colors.





**COLOR-GRAD® NEUTRAL DENSITY** reduces the light entering a portion of the lens to correct the washed out look of a sunny day. The half gray filter balances the bright light in the sky with the low light of the ground in this image.



**NEUTRAL DENSITY** reduces the amount of light passing through the camera lens without changing the color of the scene. It is especially useful in bright light conditions to help prevent overexposure and washed out images.



NO FILTER

**NEUTRAL DENSITY** also allows slower shutter speeds to produce blurred motion effects.



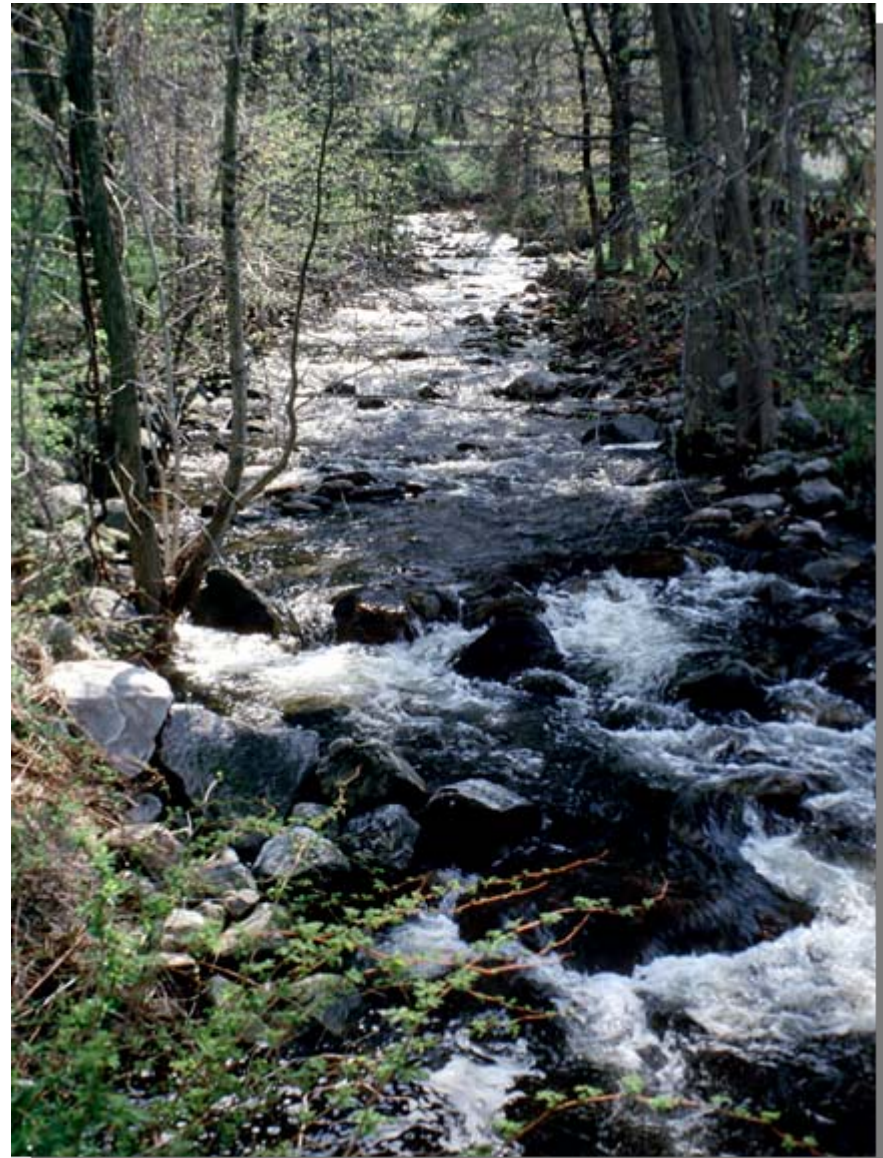
TIFFEN NEUTRAL DENSITY 0.6

# Outdoor Essential Filters

- Shady areas
  - Ultra Contrast



# Ultra Contrast



# Ultra Contrast



# Ultra Contrast



# Indoor Essential Filters

- Light Correcting
  - FL-D - Flourescent to Daylight







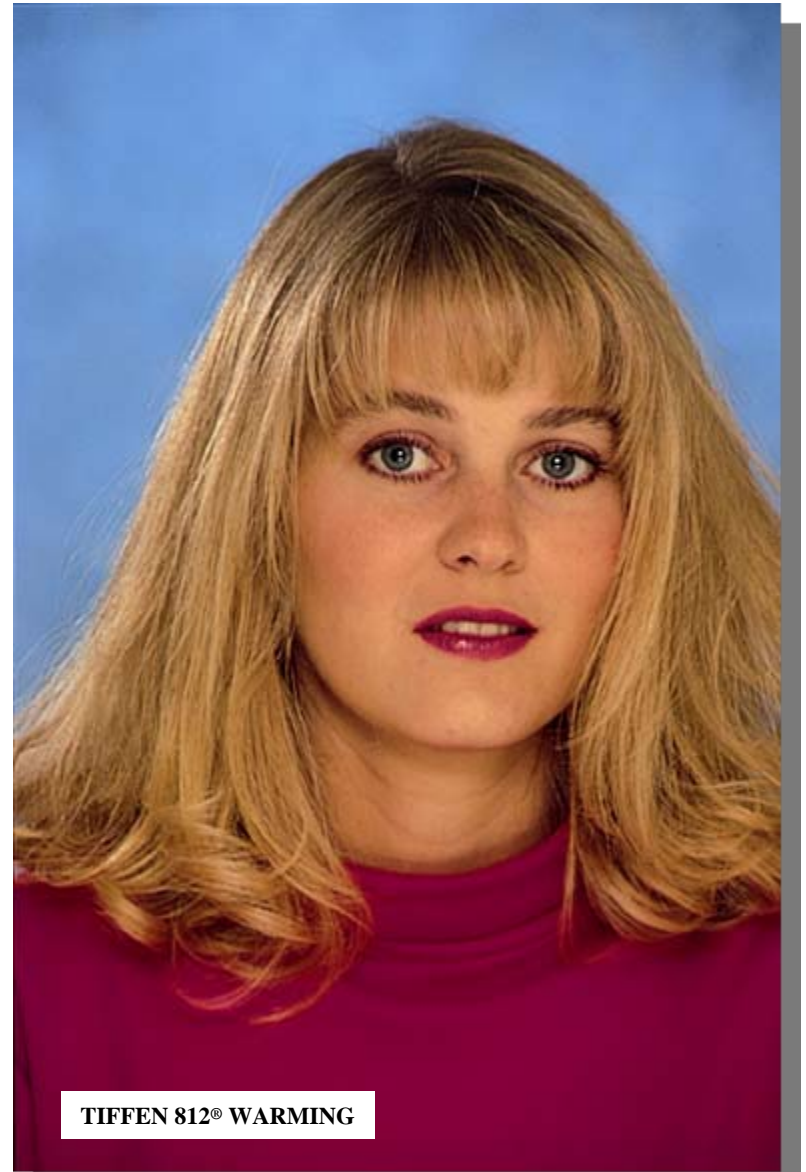
© Rob Goldman

The Fluorescent to Daylight, **FL-D®**, provides correct color, removing harsh green cast caused by fluorescent bulbs. Note the difference in the color of the man's shirt.

# Portrait Essentials

- Basic Portrait Filter
  - 812® Warming





**812® WARMING** filter warms and enhances skin tones.



NO FILTER



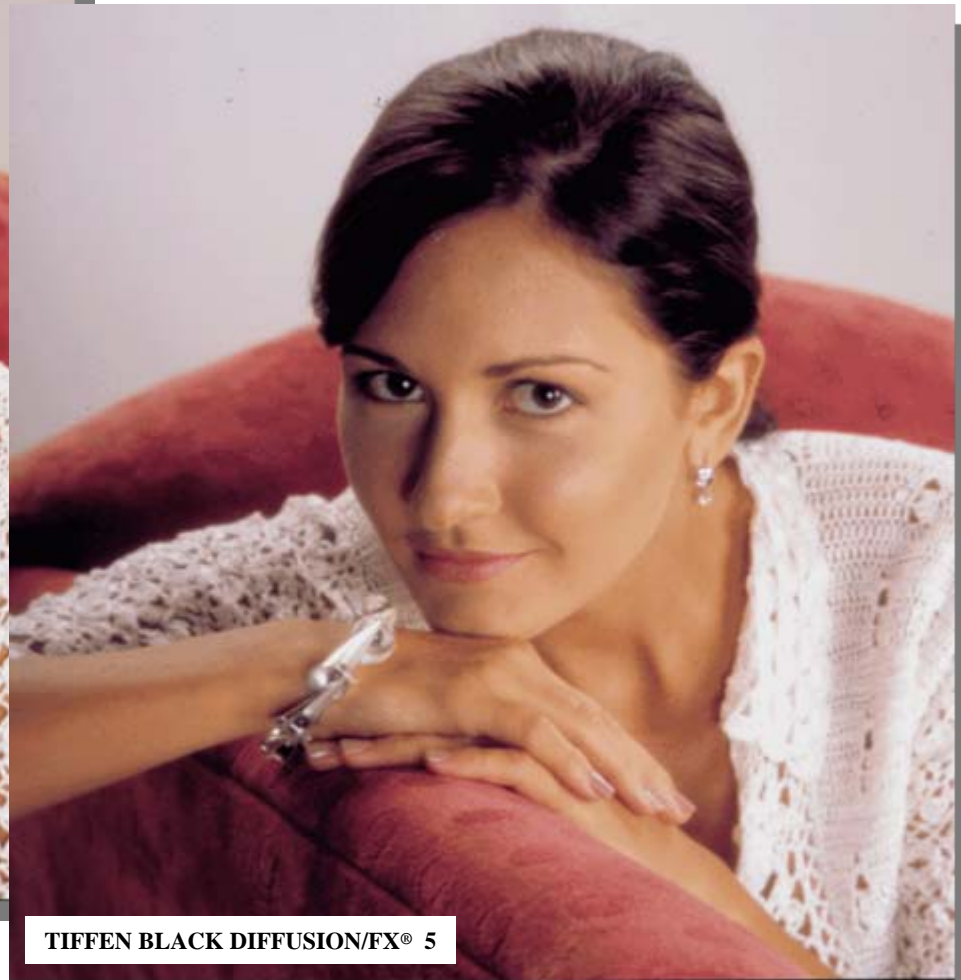
TIFFEN 812® WARMING

**812® WARMING** warms and enhances skin tones, reduces lighting flashback often incurred in the facial cheek or forehead areas, and reduces excess blue in outdoor shade.

# Portrait Essentials

- Hide wrinkles and imperfections
  - Black Diffusion/FX
  - Gold Diffusion/FX
  - Soft/FX





**Black Diffusion/FX®** allows you to create a subtle, diffused image that doesn't look like it's been shot with a filter. It gives a silky look to textured images and suppresses facial blemishes and wrinkles while maintaining a clear, focused picture. Notice the smoothness achieved on her skin texture and jewelry while maintaining clarity.

NO FILTER



TIFFEN BLACK DIFFUSION/FX® 3



The woman's eyes and the jewelry twined on her wrist stay crystal clear, while her face loses the "edginess" of the unfiltered shot.



NO FILTER

Notice that the woman's eyes and the intricate design of the veil stay sharp.



TIFFEN GOLD DIFFUSION/FX® 5

The **Gold Diffusion/FX** has the same features as the **Black Diffusion/FX** plus it adds a soft, golden tint to shadows.





NO FILTER

**SOFT/FX®** provides one of the most sought after effects: retaining overall image clarity while softening unwanted details.



TIFFEN SOFT F/X® 1



TIFFEN SOFT F/X® 3

Unlike traditional diffusion filters that put the picture out of focus...



NO FILTER



TIFFEN WARM SOFT F/X® 3

© Jan Cobb

**WARM SOFT F/X®** is ideal for all people photography offering the dual benefit of both softening and warming

# Special Effects

- Dreamy
  - Pro Mist
  - Black Pro Mist & Warm Black Pro-Mist
  - Fogs, Sepia
- Stars
  - 4pt and 6pt symmetrical
  - Hollywood Star Filters

The logo for Tiffen, featuring the word "TIFFEN" in a bold, blue, sans-serif font. The letter "I" is stylized with a circular element at its top. A registered trademark symbol (®) is located at the end of the word. The logo is set against a light blue circular background that is partially visible on the left side of the slide.



It adds a glow around highlights and lightens shadow areas.

NO FILTER

**PRO-MIST®** creates a soft mood in landscapes or portraits by taking the edge off sharpness without losing focus.



TIFFEN PRO-MIST® 1



TIFFEN PRO-MIST® 3

**PRO-MIST®** creates a soft mood in landscapes or portraits by taking the edge off sharpness without losing focus.



NO FILTER

It adds a glow around highlights and lightens shadow areas.



TIFFEN PRO-MIST® 3



WARM PRO-MIST combines the benefits of the Pro-Mist with the Tiffen exclusive 812® Warming Filter.



NO FILTER

**WARM PRO-MIST®** has the same effects as Pro-Mist while adding natural warmth to highlight and shaded areas.



TIFFEN WARM PRO-MIST® 2



NO FILTER

**WARM PRO-MIST**  
creates a special  
“atmosphere” and adds  
warmth to the scene.  
Notice the color of the  
road, tree limbs and  
fence.



TIFFEN WARM PRO-MIST 1



Notice the delicate effect with contained highlight flare.



NO FILTER



TIFFEN BLACK PRO-MIST® 1

BLACK PRO-MIST offers all of the benefits of the Pro-Mist filter in a more subtle form.



TIFFEN BLACK PRO-MIST® 3



Black Pro Mist

#2



**BLACK PRO-MIST®** provides a more muted rendition of Pro-Mist. It minimizes highlight flare and halation.

NO FILTER



Use this filter when you want to convey a warm, romantic feeling.

TIFFEN WARM BLACK PRO-MIST® 3



The **Warm Black Pro-Mist** offers the dramatic benefits of the Black Pro-Mist and the exclusive 812 warming filter for warming skin tones, as well as exterior shade and highlight areas. The warming feature can also reduce bluish reflections from dark skin tones.



NO FILTER

**FOG** filters work with highlights and flare them to reduce contrast, soften and create a romantic mood.



TIFFEN FOG 3



NO FILTER

**Double Fog 3** produces a more natural fog effect where objects remain sharper and contrast is substantially reduced. Offers the unique effect of fog becoming denser with more distant objects.



TIFFEN DOUBLE FOG 3



NO FILTER

**Sepia** filters create a warm brown glow offering “turn of the century” nostalgia.



TIFFEN SEPIA 3



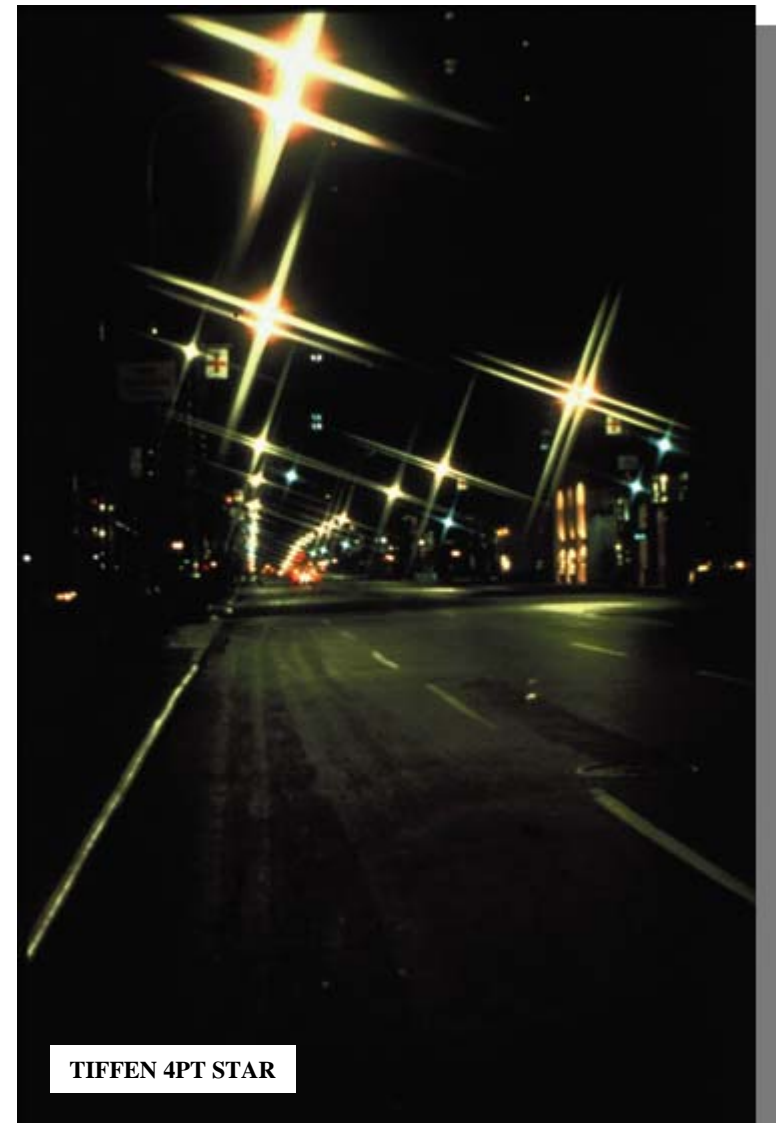
**SEPIA 3** creates a warm, brown glow offering turn of the century nostalgia. This Tiffen exclusive filter adds a light mist effect to soften mood.

# Special Effects

- Stars
  - 4pt and 6pt symmetrical
  - Hollywood Star Filters







**STAR 4PT** generates photographic excitement created from original point light sources or bright reflections. The symmetrical star effect becomes more pronounced with a brighter, larger source.

**HOLLYWOOD F/X® STARS** are unique combinations of asymmetrical designs with lines of different lengths enabling you to add more natural, dramatic, star excitement to your imagery.



**TIFFEN VECTOR STAR**



**TIFFEN HOLLYWOOD STAR**



**TIFFEN HYPER STAR**



**TIFFEN NORTH STAR**

The star effect produced depends on the intensity of, distance from, and angle to the light source. Available on rotating mounts for creative control.



**Cool Day for Night** Filters are a great way to create the look of night during the day without the hassle.



Combined with proper exposure compensation, Tiffen **Day for Night** filters are an easy and cost effective way to create a realistic dusk or nighttime appearance when filming during the day, simplifying production requirements.



# New Filters

- Diffusion Filters
  - Digital Diffusion/FX
  - HDTV/FX
  - Glimmerglass
  - Bronze Glimmerglass
- Nude/FX Filter
- Smoque Filter

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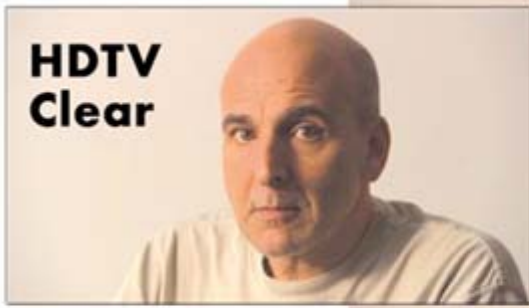
**TIFFEN**®



**Digital Diffusion/FX** Filters make people look better without evidence of filtration. They create a silky-smooth look on textured surfaces and suppress facial blemishes and wrinkles while maintaining a clear, overall in-focus image. They are similar to the Black Diffusion/FX without the internal dot pattern.



**HDTV  
Clear**

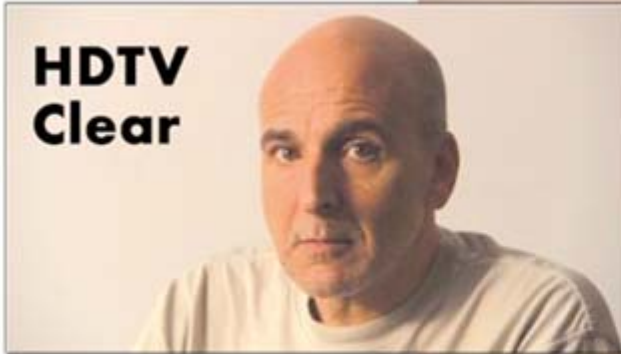


**HDTV 1**



**HDTV/FX** filters are a combination of the award-winning Ultra Contrast filter and the new Digital Diffusion/FX filter. These filters address both contrast and sharpness issues associated with HD

**HDTV  
Clear**



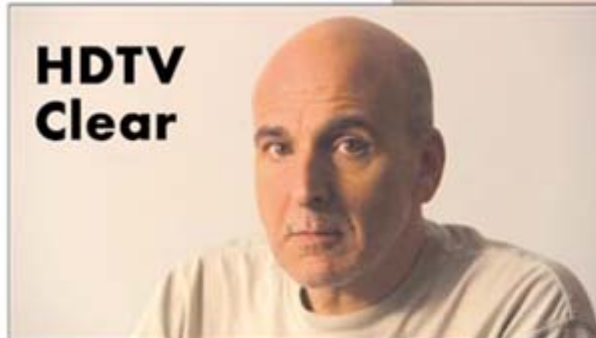
**HDTV 3**



They create a “film look” by reducing contrast and provide subtle improvements in shadow detail.

The **HDTV/FX** filter smooths out unwanted detail and makes people look their best, especially when shot on HD, without evidence of filtration.

**HDTV  
Clear**



**HDTV 5**





**Glimmerglass** filters are a new type of diffusion filter that softens fine details in a unique manner, while adding a mild glow to highlights. Contrast is also reduced to produce a beautiful image. The effect of the lighter grades is subtle while the higher grades become more noticeable.





The **Bronze Glimmerglass** filter is a variation of the Glimmerglass filter with the addition of a bronze tone.

These filters add warmth to skin tones and scenics and have some effect on contrast.



Bronze is a new Tiffen color and lends itself to numerous opportunities for creative effects.



These filters offer ultimate flexibility and control in shooting skin tones and are designed to make your subject look their best.



**Nude/FX** filters are a series of skin tone enhancing filters. Six different skin tone colors allow you to custom complement a person's complexion or make up or to create a new look.



The **Smoque** filter produces a smoke-like effect without the cost and hassle of a generator and the smoke it produces.

# Filters for B&W Photography

- Uses

- B&W filtration can maintain a proper brightness relationship between colors
- To lighten an object, choose a filter the same color as the object
- To darken an object, choose a color that absorbs the color of the subject

- Colors

- Red, Yellow, Green, Orange, Blue

- Other uses

- Although originally intended for B&W Photography, these filters can also be used as a creative tool in color photography



**RED 25** creates dramatic sky effects, emphasizing clouds in landscapes. It creates greater contrast between foliage and flowers.

With Infrared film, this filter yields extreme contrast in skies, turns foliage white and cuts through fog and haze.

Available in Red 23A, 25, 29



**YELLOW 8** offers the most correct tonal range contrast to produce natural clouds against blue skies and landscapes.



**DEEP YELLOW 15** enhances landscapes, marine scenes and aerial photography. Great tool in accentuating the grains in sand or flakes of snow.

Available in Yellow 8, 12, 15



In foliage, greens are lightened and red blossoms darkened.

Available in Green 11, 58

**GREEN 11** is ideal for pleasing skin tones outdoors. Especially suited for portraits photographed against the sky.



# Tiffen Filter Kits

Tiffen offers two, three and four piece kits to fill the basic needs of any new SLR, Digital, or Camcorder owner.





# Tiffen Dfx Digital Filter Software

Tiffen Dfx digital filter software represents a technological breakthrough that both complement and expand the extraordinary creative control Tiffen optical filters bring to imaging.



Unlike other software, Tiffen Dfx filters offer effects that truly simulate the extensive range of Tiffen's world-renowned optical filters, plus much more!

*Helping Create the  
World's Greatest Images*

Improve Your Videos  
with Tiffen Filters

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