

CENTER SPOT AND SOFT/FX®



Center Spot



Soft FX



WSFX

Center Spot

Isolates the main subject, held sharp in the clear center, while diffusing a distracting background. Ideal for portrait or product applications.

Soft/FX®



The Soft/FX series has a pattern of tiny lenslets designed specifically to put fine image elements, like wrinkles and skin blemishes, out of focus while leaving larger details such as the eyes, sharp. Lighter densities are very subtle, producing virtually no flare from highlights or reduction in contrast. The higher densities work harder to minimize facial imperfections and provide a more pleasing portrait.

- *Ideal portrait filter.*
- *Softens unwanted details.*
- *Keeps eyes sharp and sparkling.*

Warm Soft/FX®



Combines the innovative diffusion technology of the Soft/FX filters with the exclusive 812® warming filter, balancing contrasting skintones to make people look their best.

- *Ideal for all "people" photography.*
- *Two best portrait effects combined.*
- *Gives skin a warm healthy glow.*



Without Filter



Warm Soft/FX 3

© Jasperr Johal

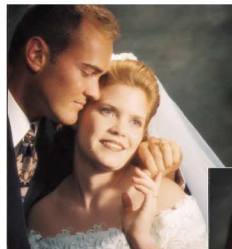


Without Filter

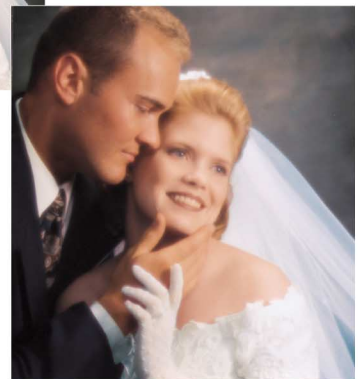


Warm Center Spot

© Daniel Aubury, NYC



Without Filter



Warm Soft/FX® 2

© Monte Zucker





Controlling Contrast

Controlling contrast is difficult in bright sunlit exteriors. Exposing 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 innovative design of this popular Motion Picture and TV filter.

- Works with surrounding ambient light.
- Captures details lost in shadows.
- Lowers contrast evenly throughout image.
- No flare or halation.
- Lets you “see” more.

Hollywood/FX® Star DIG

North, 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, candle flames, street lights, and more!

- Exciting array of patterns.
- Limitless creative options.
- Rotating mount allows exact positioning of light rays.
- Can be used in combination for remarkably creative effects.



Without Filter



Ultra Contrast

© Franz Etson, Inc



Without Filter



North Star



Hyper Star



Vector Star



Hollywood Star

COLOR-GRAD® FILTERS



Color-Grad
Blue



Color-Grad
Sunrise



Color-Grad
ND.6

Color-Grad® Filters

Transform an average sunrise or sunset into something spectacular or convert a dull, washed-out sky to a breathtaking blue. No other filter has done as much to improve landscape photography as the graduated filter. Add color selectively while leaving the rest of the scene unaffected.

Half color, half clear with a graduated density transition for smooth blending into the scene, Tiffen Color-Grad filters are available in a rainbow array of colors and Neutral Densities .3, .6, and .9. Use in combination, with one affecting the upper half of the image, the other affecting the lower half.

Color-Grad® Neutral Density Filters

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

Color-Grad Neutral Density filters are part clear, part neutral density, with a smoothly graded transition between. A Color-Grad ND.6-to-clear is often best for balancing sky to foreground. Neutral gray appearance drops exposure.



ND .3



ND .9

Color-Grad® Filters

Blue



Without Filter



Color-Grad® Blue 3

© John Gittens

Sunrise



Without Filter



Color-Grad® Sunrise

© Daniel Aubry, NYC

ND.6



Without Filter



Color-Grad® ND.6

© Charles Campbell

Filters for Black and White Photography



Yellow 8



Yellow 12



Yellow 15

Yellow 8 FS1

This medium yellow filter offers the most correct tonal range contrast to produce natural clouds against blue skies.

Yellow 12 FS1

“Minus blue” cuts haze in aerial work; reduces excess blue of full moon in astrophotography. Recommended as a basic filter for use with Kodak Aero Ektachrome Infrared film.

Yellow 15 FS1½

Enhances landscapes, marine scenes and aerial photography with more dramatic effects than Yellow 8.

- *Deep yellow filter.*
- *Renders sky dramatically darker.*



Orange 16



Orange 21

Orange 16 FS1½

Deeper than Yellow 15 for more dramatic effects.

Orange 21 FS2½

Absorbs blue and blue greens. Renders blue tones darker as in marine scenes.



Blue 47



Blue 47B

Blue 47

- *Dark blue filter that accentuates haze and fog.*
- *Used for dye transfer and contrast effects.*

Blue 47B FS2½

- *Dark blue filter that lightens blue objects for detail*

Although originally intended for use with black and white film, these filters can also be used as a creative tool in color photography



Without Filter

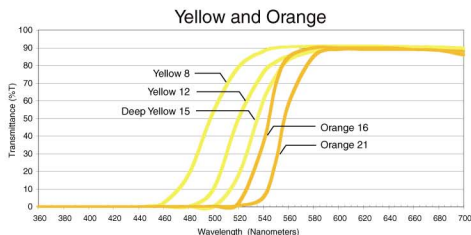


Yellow 8



Yellow 15

© Roger J. Waindle



BLACK & WHITE PHOTOGRAPHY



Green 11



Green 58

Green 11 FS3

Ideal for more pleasing skintones outdoors. Especially suited for portraits photographed against the sky. Universal asset for all scenics. Greens are lightened to reveal more detail.

- Darkens sky in contrast to clouds.
- In foliage, greens are lightened and red blossoms darkened.

Green 58 FS3

Dark green filter that produces very light foliage.



Red 23A



Red 25



Red 29

Red 23A FS2½

Light red filter producing contrast effects that darken sky and water, as in more dramatic architectural photography. Not recommended for flesh tones.

Red 25 FS3

Create dramatic sky effects, emphasizing cloud contrast for landscapes. Simulate a moonlit scene at midday with slight underexposure. Use with infrared film to yield extreme contrast with skies, turn foliage white and cut through fog and haze.

- Medium red filter
- Darkens blue sky creating dramatic contrast between sky and clouds.
- Creates greater contrast between foliage and flowers.

Red 29 FS4½

- Excellent copying filter for blueprints.
- Used in scientific photography.
- Use with Polarizer for dramatic b&w effects



Without Filter



Without Filter/color film



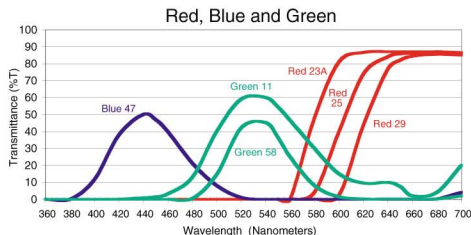
Green 11



Without Filter



Red 25



MULTIPLE FILTER KITS

Kits/Twin Packs

More economical than individual filter purchases. These multiple filter kits take the guesswork out of having a variety of creative filter effects at your fingertips. Pre-packaged assortments, with combinations of Tiffen's most popular filters, provide a range of artistic possibilities for almost every photographic application and budget.



<p>Photo Essentials Twin Pack <i>#1 Selling Filter Pack</i> UV Protector Circular Polarizer (Storage case included)</p>	<p>Video Essentials Twin Pack <i>Recommended by most Camcorder Manufacturers</i> UV Protector Neutral Density .6 (Storage case included)</p>
<p>Photo Three Piece Kit <i>Picture Perfect Photos!</i> UV Protector 812® Color Warming Filter Circular Polarizer 4-Pocket Filter Pouch</p>	<p>Deluxe ENHANCING Kit <i>Make color POP!</i> UV Protector 812® Color Warming Filter Circular Polarizer ENHANCING Filter 4-Pocket Filter Pouch</p>
<p>Deluxe 3 Filter Kit <i>Light Balancing</i> UV Protector Neutral Density .6 FL-D® Filter 4-Pocket Filter Pouch</p>	<p>Wide Angle Kit <i>for Wide Angle Lens</i> UV Protector Circular Polarizer ENHANCING Filter 4-Pocket Filter Pouch</p>
<p>TIFFEN® Hollywood/FX®</p>	
<p>Classic Kit <i>Perfect for Portraits & Scenics</i> Warm Soft/FX® 3 Vector Star Black Pro-Mist® 3 Ultra Contrast 3 4-Pocket Filter Pouch</p>	<p>Wedding & Portrait Kit <i>Create that Special Moment</i> Warm Soft/FX® 3 Warm Pro-Mist® 3 Warm Pro-Mist® 3 4-Pocket Filter Pouch</p>



Create a new look with the “secret tools” of the movie industry! Tiffen brings you three DV kits that take the guesswork out of which filter to use in a variety of shooting situations. These kits are designed primarily for professional shooters using prosumer DV cameras to produce results that are more pleasing, less harsh and less brassy.

<p>Special Kits Designed for Digital Video</p>	<p>Video Essentials DV Kit Clear Circular Polarizer Warm UV 17 6 Pocket Filter Pouch</p>
<p>“Film Look” DV Kit Black Diffusion FX® 1/2 Black Pro-Mist® 1/2 Warm Blk Diffusion FX® 1/4 Soft/FX® 1 6 Pocket Filter Pouch</p>	<p>Special Effects DV Kit Color Grad® ND 0.6 Pro-Mist® 1/4 ENHANCING Gold Diffusion FX® 1/2 6 Pocket Filter Pouch</p>