



**Tiffen ColorCore™
Technology**

Tiffen filters have been helping create the world's greatest images for over 70 years. Our ColorCore™ technology assures color consistency every time. This, along with our innovative product design, has earned us two Technical Achievement Awards and one Scientific and Engineering Award from the Academy of Motion Picture Arts and Sciences, and an EMMY® Award for engineering excellence no wonder Tiffen filters are the overwhelming choice of Cinematographers and professional photographers worldwide.

TIFFEN
The Difference is Tiffen

The Tiffen Company

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**DIFFUSION
FILTERS**

The Difference is **TIFFEN**

Front Cover Photo: Gold Diffusion/FX® ½

**Helping Create the
World's Greatest Images**

BLACK GLIMMER DIGITAL DIFFUSION/FX®



A new addition to our diffusion line, this filter cannot be reproduced by stacking any combination of diffusion filters. Building upon the same advanced diffusion filter technology as with the Digital Diffusion/FX®, we have engineered the most advanced diffusion filter ever, ideal for high-definition cameras.

- Obtains enhanced beauty, while maintaining the richness of colors and blacks
- Maintains sharpness and softens detail in a unique manner
- Brightens all skin tones
- Adds a mild glow with a silky transition into highlights



DIGITAL DIFFUSION/FX®

Our advanced proprietary optical construction delivers a filter with extraordinary clarity, without evidence of filtration.

- Smooths and softens facial imperfections with almost no highlight flare
- Maintains a clear, overall in-focus image
- No reduction in contrast
- No evidence of filtration

HDTV/FX®

This filter is a combination of our award-winning Ultra Contrast Filter with the Digital Diffusion/FX® Filter to address both contrast and sharpness associated with High Definition.

- Creates a “Film Look” by reducing contrast
- Subtle improvements in shadow detail
- Makes people look their best when shot in HD

BLACK AND GOLD DIFFUSION/FX®

These filters produce silky-smooth textures, even in tight close-ups without sacrificing image clarity. Each creates a diffused image that doesn't look filtered.

Black Diffusion/FX®

- Exceptional at suppressing facial blemishes and wrinkles
- Maintains focused image
- Eyes stay clear and sharp
- Very minimal highlight flare produced at higher densities
- Eliminates unwanted detail without dulling the image

Gold Diffusion/FX®

- Takes Black Diffusion/FX® a step further
- Adds soft, golden tint to shadows
- Infuses images with a special warmth

PRO-MIST® AND WARM PRO-MIST®

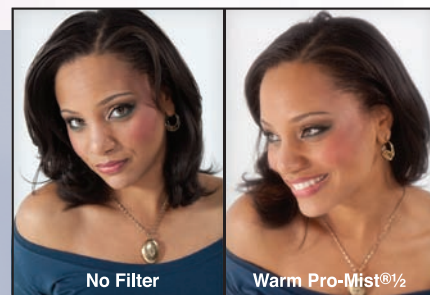
These popular motion picture effects filters create a special “atmosphere” by softening excess sharpness and contrast.

Pro-Mist®

- Generates pearlescent halo around highlights
- Lighter grades useful in toning down sharpness and contrast

Warm Pro-Mist®

- Combines the benefits of the Pro-Mist® with the Tiffen exclusive 812® Filter
- Adds natural warmth to skin tones, exterior shade and highlight areas
- Perfect for darker skin tones, blending uniformity with added richness and flawless texture
- Neutral colors remain unaffected



BLACK PRO-MIST®

Offers all the benefits of the Pro-Mist® Filter in a more subtle form. Highlight flares are controlled. Contrast is lowered, but with less lightening in shadows for a more delicate effect.

- Creates a soft “pastel” effect
- Delicate effect with contained highlight flare
- Low densities tone down excessive sharpness and contrast to create a “Film Look”

WARM BLACK PRO-MIST®

Offers the dramatic benefit of the Black Pro-Mist® plus the Tiffen exclusive 812® Filter.

- Conveys a warm, romantic feeling
- Useful in outdoor open shade
- Eliminates blue cast

SOFT/FX®

A favorite among cinematographers, 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 focal point areas, such as the eyes, sharp. Lighter densities are very subtle, producing virtually no flare from highlights or reduction in contrast. The higher densities work hard to minimize facial imperfections and provide a more pleasing image.

- Softens unwanted detail
- Keeps eyes sharp and sparkling



SOFT/FX® BLACK PRO-MIST®



This combination maintains Soft/FX® ½ throughout with a range of Black Pro-Mist® densities. This filter produces an ethereal mood to your image.

- Provides a wide range of diffusion – lower densities hide minor blemishes while higher densities can remove many years from a person's age
- Reveals more shadow detail
- Produces a dreamy glow to your subjects with enhanced but controlled halation



WARM SOFT/FX®

Combines the innovative diffusion technology of the Soft/FX® filters with the Tiffen exclusive 812® Warming filter, balancing contrasting skin tones.

- Ideal diffusion filter when added warmth is needed in skin tones

GLIMMERGLASS® AND BRONZE GLIMMERGLASS®

This series of diffusion filters is both effective to look at as well as to look through. People always want to look their best. Here's another way Tiffen makes that happen.

- Softens details in a unique manner, while adding a mild glow to highlights
- Glass has a distinct silver “sparkle”
- Reduced contrast produces look of enhanced beauty
- Bronze Glimmerglass® adds extra warmth
- An exceptional diffusion filter for HD, diffuses yet brightens all skin tones