

TIFFEN® HDTV/FX® Filters

Award-Winning Ultra Contrast® Meets HDTV/FX®

With the increase in HD production for both TV and Motion Pictures, HDTV/FX filters address both contrast and sharpness issues associated with HD.

HD video is higher in contrast than traditional film. The HDTV/FX filter takes the edge off undesired "tack sharpness" associated with HD. It creates a "Film Look" by reducing contrast and also provides subtle improvements in shadow detail.

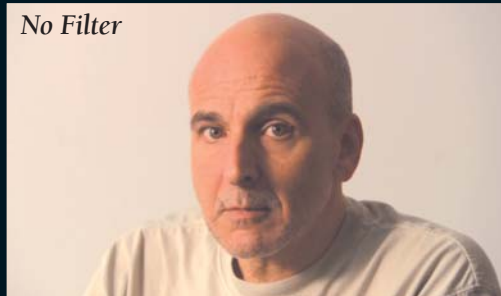
The HDTV/FX filter smoothes out unwanted detail and makes people look their best, especially when shot on HD, without evidence of filtration.

Made of the highest quality optical glass, HDTV/FX filters combine Tiffen's award-winning Ultra Contrast Filter with the new Digital Diffusion/FX filter.

Although results may be very subtle with still photography, the effects of the HDTV/FX are seen more substantially with digital and video applications.

HDTV/FX filters are available in densities 1, 2, 3, 4, 5 and 6 in professional sizes 4x4, 4x5.650, 6.6x6.6, 138mm and 4-1/2" and will be available in screw-in sizes 52mm-82mm for the digital and still photographer and videographer.

No Filter



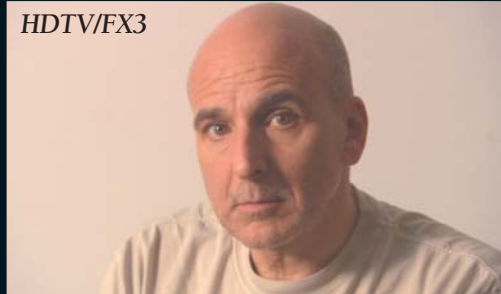
HDTV/FX1



HDTV/FX2



HDTV/FX3



HDTV/FX4



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Due to variations in printing, results may not accurately reflect filter effects. Photos taken from video screen clips.