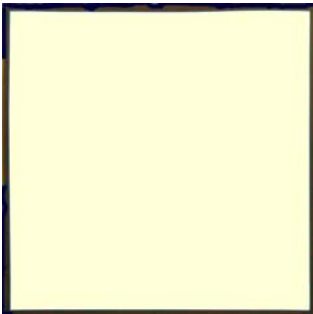




F I L T E R S

Product Information

Diffusion, Refraction and Enhancing Filters



The HD Soft, Soft Gold and Supersoft Gold range are revolutionising the way in which High Definition images can be controlled. Further new filters are being launched in 2007 to provide cinematographers with the widest choice in image enhancement for both HD and film.

One of the most common uses of filtration is to soften or change images using diffusion effect filters. These filters have a wide range of uses, the most common being the improvement of close up facial images, removing blemishes and improving skin tones.

With the development of new high definition cameras which highlight far more detail, quite harshly at times, there is even greater necessity for an enhancing range of filters for facial close-ups. Many presenters and actors have found that their most minute facial blemishes are being highlighted on screen. Formatt has discovered that some traditional diffusion filters do not work well with HD cameras and sometimes create distortion and colour split. Accordingly, a completely new range of softening HD filters has been developed using a refractive technology, specifically designed to help actors and presenters look their best on screen. These are also useable with

other types of cameras and we recommend the inclusion of HD Soft, HD Soft Gold and HD Supersoft Gold as filters which are a necessity to anyone shooting close-ups of people.

NEW!

Recent work with DOPs in Europe and the USA has led to an extended range of softening filters which will be launched in 2007. This completely new range, called Soft Tone Filters, will provide a softening effect with a subtle hint of skin tone enhancement in a selection of colours.

The first filters to be launched will be the Soft Blush, Soft Lilac, Soft Pink, Soft Cool and Soft Turquoise. which will be available from April 2007. These filters, which will be produced in 3 grades, provide a wider range of options in image softening and skin enhancement. Further filters are being

HD Optical Filters Ltd

Glass Filter Division

Unit 23 Aberaman Industrial Park, Aberdare, Rhondda Cynon Taff, CF44 6DA

Tel 01685 870979 Fax 01685 877007 Email sales@formatt.co.uk Web www.formatt.co.uk

HD Soft

Formatt Filters' HD Soft Filter is designed to soften the harsh outlines that can result in HD work, but with minimal loss of detail and contrast. The filters allow light to pass through for the most part undisturbed, however a small part of the surface area of the filter has a series of tiny perfect hemispheres (significantly smaller than traditional soft effects filters) acting as small, but high-quality, planar convex lenses. These hemispheres defocus the light rays producing a slight softening of the image within a very small area of view. The hemispheres are distributed within the filter area in a stochastic pattern, eliminating Moiré fringing in the most challenging conditions such as sun lit water surfaces. The filter can be reversed giving a different range of focal points.

HD Soft filters soften facial images perfectly even in the harsh conditions encountered when shooting HD and are widely used for shooting close-ups of newsmakers, presenters and similar applications.

HD Soft filters are also very useful in other areas. An example is with sunlit rippling water, where detail cannot sometimes be picked up particularly by DV camera chips and distortion occurs. The use of the HD Soft filter ensures that a more detailed yet softened image can be created.

HD Soft filters are available in 3 densities, grades 1, 2 and 3; however the highest grade is the most commonly used.

HD Soft filters, although designed for HD, can also be used with all types of cameras.

HD Soft Gold Enhancer

This refractive filter uses the latest developments in materials and technology to soften outlines and enhance flesh tones, removing blueness and facial blemishes without distortion. Tiny particles within the skin tone enhancing matrix bounce incoming light onto the reverse face of the glass filter. Total internal reflection projects the light into the camera lens, refracted by the glass, softening and enhancing the tone of the image but without losing contrast.

The Soft Gold filter is available in grades 1, 2 and 3.

HD Supersoft Gold Enhancer

Supersoft Gold filters combine two highly successful techniques by laminating a Soft Gold enhancer with the trendsetting HD Soft filter to provide the ultimate in facial enhancement for the HD camera user. The standard filter provides an HD Soft 3 laminated with a Soft Gold enhancer 1, although combinations of other densities are available, if required.

The resultant image is a very soft image with enhanced skin tones and removal of hard lines and blemishes.

Soft Tone Range



The soft tone range of filters, being launched in 2007, produces a softening of the image with a very subtle skin tone enhancement in a range of shades.

The soft tone range has been developed to provide further options in countering the issues of HD when shooting

The range initially includes the following shades, although further filters are being developed and will be added to the range later in the year:

Soft blush

Soft pink

Soft lilac

Soft turquoise

Soft cool

All are available in densities 1,2 and 3.

Supermist

The Supermist diffusion filter is the ultimate softening tool for creating a mood outdoors or indoors, in broad scenes or portraits. The Supermist is excellent for toning down excessive sharpness and reducing contrast by moderately lightening shadow areas without detracting from the overall image. Supermist is Formatt's proprietary name for this type of filter.

Supermist filters are perfect for taking the harsh edge off many of today's ultra sharp video images or for smoothing and softening facial imperfections.

Supermist clear filters are available in densities from 1/8 to 5.

Warm Supermist

Warm Supermist combines the classic Supermist with a unique skin tone enhancer adding natural warmth. This is useful in outdoor open shade situations where there is excessive blue in the image and total control over lighting may not be possible.

Warm Supermist filters are available in densities from 1/8 to 5.

Black Supermist

Black Supermist softens fine detail and reduces contrast but is more subtle than a standard Supermist with less lightening of shadow areas.

Black Supermist filters are available in densities from 1/8 to 5.

Warm Black Supermist

As its name implies, this is a combination of the warm Supermist and the black Supermist filter, also available in densities 1/8 to 5.

Net Filters

Net filters use an old Hollywood technique of overlaying a net pattern on the surface of the resin creating a classic diffusion effect, minimizing unwanted details while maintaining image clarity. We do not recommend the use of net filters with HD cameras, and care should be taken with depth of field as the mesh may become visible with greater depth of field.

Net filters give a far more noticeable diffusion effect than Supermist filters and should therefore only be used when a strong diffusion is required.

Net filters are available in black and white net varieties. Black Nets soften fine details and reduce harsh contrasts. White Nets soften fine details without affecting contrast.

Net filters are available in densities 1 and 2.

Skin Tone Enhancer

These multi purpose filters are designed to improve skin tones, and are also perfect for shooting outdoors, improving foliage and earth tones on a cloudy day or in the shade on a sunny day.

The filter adds warmth to skin tones and is ideal for portrait work.

It absorbs the blue cast caused by certain light sources, and may often be used in combination with other filters, such as colour graduated filters, in scenic work. It is sometimes used as a warmer alternative to a UV filter.

Available in densities 1, 2 and 3.