

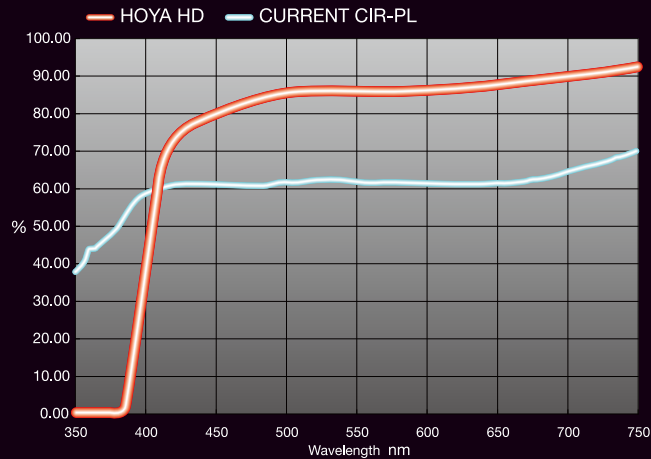
## Premium Performance in Lens Protection and Image Enhancement

### HARDENED GLASS

Hardened optical glass that has 4 times the breaking strength in ANSI standardized testing (ANSI Z80.3 : 2001) where a steel balls of varying size and weight were dropped from a height of 50 inches onto the glass.

### HIGH TRANSPARENCY POLARIZING FILM

The polarizing film is the same as that used in the latest high definition LCD TV screens. It has 25% higher light transmission than standard polarizing film used in current photographic filters.



### HARDENED 8 LAYER WATERPROOF MULTI-COATING THAT IS SCRATCH & STAIN RESISTANT

Newly developed industry leading 8-layer multi-coating yields an average light transmission rate of 99.35% between 400 and 700nm (visible spectrum). These coatings greatly reduce reflections off the surface of the glass allowing you to capture more light in your photos.

As with all HOYA multi-coatings, HD HMC is applied in a furnace at high heat, bonding the coating to the surface of the glass. This process is called "hard coating" and it is far more durable than other coating techniques. The chemistry of the top layer is formulated not just to be more durable but to be resistant to oil stains. This means that finger prints and other oils are much easier to remove.

# HOYA FILTERS

[www.hoyafilter.com](http://www.hoyafilter.com)

HOYA is a registered trademark of Hoya Corporation.

# HOYA



## FILTERS

from **EVOLUTION**  
to **REVOLUTION**



Chemically Strengthened Optical Glass  
High Transparency Polarizing Film

# HD FILTER PROTECTOR



## Best Lens Protection in History

### HD GLASS

- Ultra Clear High Transparency Optical Glass
- Chemically Enhanced Optical Glass is 4x Stronger

### HD COATING

- 8-layer Anti-Reflective Multi-Coating
- Water & Oil Repellent, Scratch & Stain Resistant

### HD FRAME

- Wide-Angle Lens Compatible Ultra Thin Frame
- Glass Mounted with High Pressure Press Technology

### Protect your valued lenses

This is the ultimate in clear filters. It will not affect the color balance or performance of your lenses in the slightest. However, constant use will protect your valued lenses from expensive front element damage which could be caused by dirt, knocks or scratches. A cracked filter costs nothing in comparison to a cracked lens.

### Available sizes:

52mm 55mm 58mm 62mm 67mm 72mm 77mm 82mm

# HD FILTER UV



## Best Quality Filter in History

### HD GLASS

- High Density Sharp Cut UV Glass
- Chemically Enhanced Optical Glass is 4x Stronger

### HD COATING

- 8-layer Anti-Reflective Multi-Coating
- Water & Oil Repellent, Scratch & Stain Resistant

### HD FRAME

- Wide-Angle Lens Compatible Ultra Thin Frame
- Glass Mounted with High Pressure Press Technology

### A multi-purpose fine-weather filter

Absorbs the ultraviolet rays which often makes outdoor photographs hazy and indistinct. A multi-purpose, fine-weather filter for color as well as black and white films. Also serves as a permanent lens protector.

### Available sizes:

52mm 55mm 58mm 62mm 67mm 72mm 77mm 82mm

# HD FILTER CIR-PL



## Best Filter Performance in History

### HD POLARIZING FILM

- High Transparency & High Durability UV Absorbing Film
- 25% Greater Light Transmission than Standard Polarizing Film

### HD COATING

- 8-layer Anti-Reflective Multi-Coating
- Water & Oil Repellent, Scratch & Stain Resistant

### HD FRAME

- Wide-Angle Lens Compatible Ultra Thin Frame
- Glass Mounted with High Pressure Press Technology

### Color and contrast enhancement

Light rays which are reflected by any surface can become polarised so polarising filters are used to select which light rays enter your camera lens. CIR-PL filters allow you to remove unwanted reflections from non-metallic surfaces such as water, glass etc. They also enable colors to become more saturated and appear clearer with better contrast. This effect is often used to increase the contrast and saturation in blue skies and white clouds. HOYA's polarising filters do not affect the overall color balance of a shot.

### Available sizes:

52mm 55mm 58mm 62mm 67mm 72mm 77mm 82mm