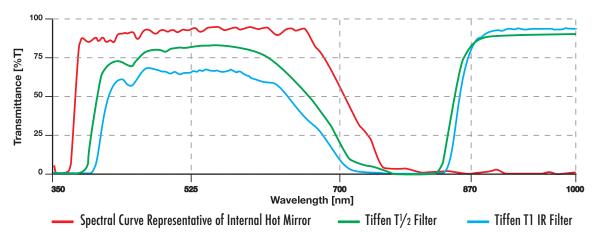


In 2009, Tiffen – the industry leader in solutions for IR control – brought together an industry need with its innovative ColorCore[™] technology to develop the Tiffen T1 IR Filter. This filter was specifically designed for digital cameras with an enhanced red response – most notably at the time, the Sony EX1 and EX3. The newest addition to this advanced digital camera technology is the ARRI ALEXA. After extensive testing on the ALEXA and responding to clients' remarks about the Far Red issues produced by certain industrial dyes used in fabrics, Tiffen has made even further advancements in filter technology and developed the New Tiffen T ½ IR Filter. The Tiffen T ½ IR filter, in addition to the Tiffen T1 Filter provide the DOP with tremendous flexibility in fine tuning their Far Red control needs. For your convenience Tiffen has combined these two filters in the New **Tiffen Far Red Control Kit.**

Director of Photography, Alan Almond BSC, recently used this filter kit while shooting the BBC drama series "South Riding". Having encountered these issues of Far Red pollution on previous episodes shot using the ALEXA, Alan said, "Far Red is a moving target on the ALEXA and having the Tiffen Far Red Control Kit to correct this problem is very helpful, as I love the filmic look of the ALEXA".

With the ever advancing HD camera market, and with camera manufacturers employing different recording formats, color sampling, and faster ISO capture speeds, reliably recreating true blacks in moving images has never been more challenging. Many digital cameras (e.g. Sony EX Series and ARRI ALEXA) have very effective internal hot mirrors gradually blocking wavelengths above 700nm. This allows the camera to preserve the red response. A very desirable effect, allowing the DOP to capture subtle hues of red never before seen digitally. However, to preserve as much of the camera's enhanced red response as possible, a small portion of light must pass through the edge of the visible spectrum, causing the camera to see red where the naked eye cannot. Opening up this color channel leaves your images vulnerable to Far Red and Near Infrared contamination – in particular dark fabrics – greens become a reddish muddy brown and blacks have a magenta hue. The Tiffen T1 and T ½ filters have the unique ability to absorb this unwanted light while preserving the camera's increased red response.

The Tiffen Far Red Control Kit provides the options needed to capture those subtle hues of red, while maintaining crisp blacks and assisting the camera in capturing the wider color gamut it was designed for – with minimal light loss – $\frac{1}{2}$ and $\frac{2}{3}$ stop.



There filters are manufactured using Tiffen's proprietary ColorCore[™] technology, where each effect is captured between two pieces of glass. This allows Tiffen to grind and polish both surfaces providing the cinematographer with perfect parallelism and worry free handling.

These filters are made with Water White glass and are available individually in 72mm, 77mm and 82mm (thin profile wide angle ring), 95C, 105C, 138mm, 4x4, 4x5.65, 6.6x6.6. Other sizes are available upon request. The Far Red Control Kit is available in 4x5.65 and comes packaged in a 4-filter capacity belt-style pouch.

NOTE: These filters contain no dichroic coating; therefore, it will not vignette green, magenta or cyan at wide angles. When using ND's we recommend using the Tiffen Full Spectrum IRND's for best results.

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