

ProMaster offers filters in two additional lines:

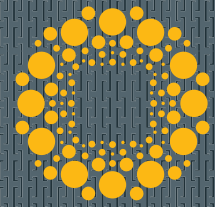
DIGITAL

Each ProMaster digital filter is created using high quality individually polished glass and is specially treated with multiple layers of coating, including an anti-reflection coating. This coating is specially formulated to pass light reflected off a digital camera's anti-aliasing filter and silicon based CCD or CMOS sensor, ensuring the most accurate sharpness and color rendition in your images. Digital filters also protect your lens while producing clearer images with higher contrast.

- + Digital anti-reflection multi coating to minimize internal reflections and give you sharper pictures
- + Ultra-hardened glass resists scratching and stands up to the most intensive use
- + Black rimmed glass minimizes internal reflections
- + Low profile, anti-reflective frame prevents vignetting on super wide digital format lenses

STANDARD

ProMaster Standard filters feature high-quality glass and precision metal frames. This filter simply allows you to protect your lens and improve the quality of your photography.

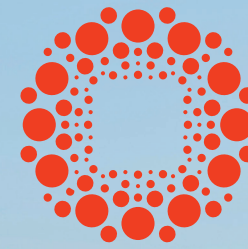


[pro]master®

*Take better pictures
with our full spectrum
of camera gear.*

For the smart, aspiring photographer, ProMaster is the leading supplier of photographic accessories, offering a wide selection of Electronic Flash, Memory, Tripods, Studio Light, Camera Batteries, Chargers, and so much more.

Find a local dealer at
WWW.PROMASTER.COM



[pro]master®
PROFESSIONAL



DIGITAL HGX FILTERS

Digital HGX

Protect your lens.
Take better pictures.

ProMaster Digital HGX filters are created with the highest quality, ultra-hardened glass. Each filter is individually polished and treated with 16 layers of coating, including Repellamax™, a unique element resistant coating, which can only be found in a ProMaster Digital HGX Filter.

- + Repellamax™ Coating resists moisture, fingerprints, dust, grime and makes your filter easier to clean
- + Next generation digital anti-reflection multi-coating specially formulated to minimize internal reflections and give you sharper pictures
- + Ultra-hardened glass resists scratching and stands up to the most intensive use
- + Black rimmed glass minimizes internal reflections
- + Low Profile, ultra thin anti-reflective knurled frame prevents vignetting on super wide digital format

ProMaster® Digital HGX Filters

POLARIZING



Without filter



With filter

DEEPEN COLOR AND REDUCE REFLECTIONS IN YOUR IMAGES. Polarizing filters deepen color intensity and reduce the reflections from non-metallic surfaces such as water and glass. These specially designed filters are ideal for outdoor photography. Remove unwanted reflections, increase color saturation, and enhance contrast, while not affecting the overall color balance of your shot with a ProMaster Polarizing Filter.

ULTRAVIOLET (UV)



Without filter



With filter

PROTECT YOUR LENS WHILE IMPROVING THE CLARITY OF YOUR IMAGES. A specially designed ProMaster UV Filter will improve the clarity and color balance of your photos. UV filters absorb the ultraviolet rays that make your photos look hazy. The UV filter also serves as a permanent lens protector, protecting your lens from dust and dirt.

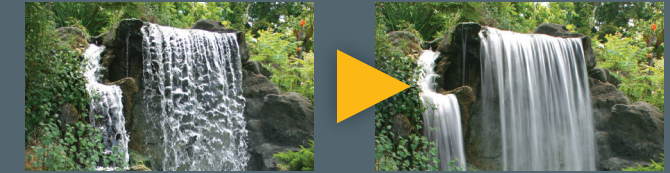
PROTECTION



Unprotected lens

PROTECT YOUR LENS WITHOUT CHANGING YOUR IMAGE. A protection filter is a crystal clear, colorless filter with advanced anti-reflective coatings designed especially for use with digital imaging sensors. There is no filter factor and its primary purpose is to protect your valuable lens surfaces without interfering with the natural light and images transmitted to your camera.

Expand your creativity with ProMaster's special effects filters.



NEUTRAL DENSITY – Perfect for shooting in bright light conditions. A neutral density filter reduces the amount of light reaching the imaging sensor while not affecting the color balance. Essential for shooting at wider apertures or slower shutter speeds.



SOFT A – Excellent for portrait photography because it softens unwanted details. Digital Soft A filters produce images that appear sharp and soft at the same time without affecting the color rendition or exposure factor.



CROSS SCREEN – Ideal for shooting lights at night or any object with a strong reflection. The digital cross screen adds a dramatic four or eight cross flare to very bright areas, giving a soft focus effect.

ProMaster offers the above filters and many more in both our Digital and Standard lines.