



NEWS

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**The Tiffen Company Introduces the First Filter Series
With a 'Psychological Edge'**

NAB, Booth C4236, Las Vegas, NV, April 7, 2003 - The Tiffen Company has expanded its extensive line of filters designed specifically for motion picture, TV, and video work. The introduction of the Glimmerglass™ filter, a new series of Diffusion filters, seems to support the theory that when you “look good”, you “feel good”.

According to Ira Tiffen, Sr. Vice President of Research and Development at The Tiffen Company, “The Glimmerglass is the first series of filters with a ‘psychological edge.’” The filter concept was originally the idea of William (Bill) Wages, ASC, with whose cooperation Tiffen has developed the Glimmerglass series of filters for “making people look their best.”

A new type of diffusion filter, the Glimmerglass subtly softens fine details in a unique manner, while adding a mild glow to highlights. As contrast is also reduced, the look is one of enhanced beauty.

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Glimmerglass™-2

A first in this field is the fact that the filter is both effective to look at as well as to look through. Ira Tiffen further states, “The glass itself has a distinct silver ‘sparkle,’ which Bill has found doubly useful. Prior to production, he’ll sit with the talent, and let them look through the filter and see how good people appear. Pointing out the sparkles in the glass, he notes that when production starts, and they see the filter glittering on the front of the lens, they’ll be more confident in the knowledge that he’s ‘taking care of them.’ And they may also turn in a better performance, according to Bill.”

Glimmerglass filters are available in 5 grades in many standard professional motion picture and television sizes.

Tiffen filters are backed by a 10-year warranty. They are used in almost every major movie and TV production around the world. Tiffen has been honored with two Technical Achievement Awards from the Academy of Motion Picture Arts and Sciences: one for innovative product design, and the other for its unique lamination process which gives complete control over filter color and density. In 2000, the Academy presented Nat Tiffen, one of Tiffen’s founders, with a Scientific and Engineering Award for consistency in filter quality. Tiffen also received a 1998 Emmy Award for Engineering Excellence.

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