



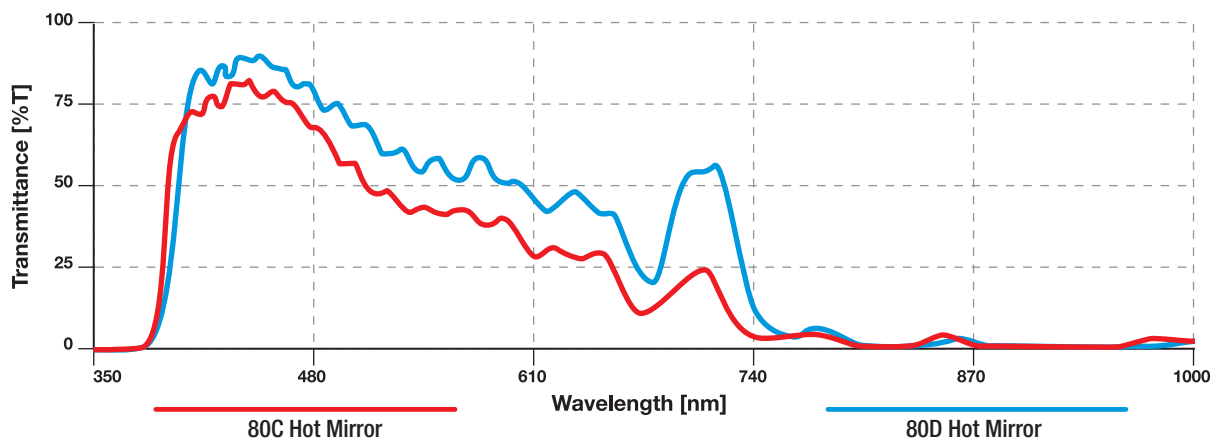
80C Hot Mirror and 80D Hot Mirror a RED ONE™ Solution

Once again, Tiffen filter technology is providing another innovative solution to IR pollution with its introduction of the 80C Hot Mirror and 80D Hot Mirror combination filters.

With the advent of HD Cameras, DOPs no longer have the option of selecting the optimum film for their application. This is very evident when shooting in Tungsten lighting with the RED ONE camera. The RED's color temperature setting is 5000K; therefore, it captures beautiful images in daylight, but is challenged in 3400K Tungsten light.

Silicon sensors are least sensitive to blue light and by nature, very sensitive to infra-red. Many cameras hide this blue channel weakness and use an IR blocking filter in front of the imaging device, but this is not the case with the RED ONE. Under Tungsten lighting, this blue channel becomes restricted and the red channel becomes overexposed, resulting in noise artifacts and limiting the camera's overall latitude. The lack of an internal IR blocker makes the RED inherently susceptible to IR pollution, resulting in an adverse effect on the quality and the color rendition of the images – stealing contrast and color, and results in unwanted color shifts.

The Tiffen **80C Hot Mirror** and **80D Hot Mirror** are the first combination filters on the market today that address both Color Temperature and IR Pollution problems associated with the RED ONE camera.



Setting the RED ONE for full color correction to 3400K or 3200K Tungsten results in light loss of 1 2/3 to 2 stops. Using the Tiffen 80C Hot Mirror or 80D Hot Mirror provides exceptional color reproduction with minimal light loss – 1 stop and 1/3 stop respectively.

These filters are manufactured using Tiffen's proprietary lamination process, which means that 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 in sizes 4x4 and 4 x 5.65.

