

## HOYA 67mm FUSION ANTISTATIC NEXT PL-CIR

**ProdCode: HOY0318**

Circular Polariser Filter - Antistatic 18 layer multicoating, water and stain resistant with low-profile frame - 67mm



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### Features

- Antistatic coating which actively repels dust
- 18 coated layers provide ultra-high light transmission
- Stain resistant - protects from fingerprints and smudges
- Water repellent - easy to keep filter clean
- For permanent lens protection
- Ultra-smooth frame rotation
- HOYA's Professional-grade optical glass
- Exclusive one-piece, low-profile filter frame with front filter thread
- Made in Japan

The New HOYA FUSION ANTISTATIC NEXT range features all the benefits of the FUSION ONE NEXT filters, with the addition of a new ANTISTATIC coating which acts like a force-field around the filter to repel dust. Perfect for environments where dust is common, these filters require less frequent cleaning and maintenance than traditional filters.

These professional filters are made in Japan using hand selected silicates that are carefully smelted and blended to produce high performance optical glass. HOYA then uses extreme care and precision to apply the improved 18-Layer Super Multi-Coating formula which greatly reduces or eliminates reflections on the surface of the glass to provide an ultra-clear high transmission rate. This means the filter has virtually no effect on the colour balance, contrast, or clarity of the final image.

The filters also feature a lightweight, one-piece, low-profile aluminium frame to house the glass. This one-piece design allows the filter to maintain perfect parallel alignment to the sensor plane for maximum sharpness, while the low-profile form eliminates vignetting when used on ultra-wide-angle lenses. They additionally incorporate stain resistance and a water-repellent coating which makes the filters easier to clean and helps to protect against finger prints and smudges.

Light rays which are reflected by any surface can become polarised and polarising filters can be used to select which light rays enter your camera lens. CIR-PL (Circular Polarising) filters allow you to remove unwanted reflections from non-metallic surfaces such as water, glass etc. They also enable colours 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 colour balance of a shot.

#### **In the box:**

- 67mm FUSION ANTISTATIC NEXT PL-CIR
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#### **Need Further Support?**

If you have any questions or require additional support regarding this product release, please do not hesitate to contact us. Our team is here to assist you with any inquiries or provide further information or marketing collateral as needed.

#### **Contact Us:**

- Marketing - [marketing@holdan.co.uk](mailto:marketing@holdan.co.uk)
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We value your partnership and are committed to ensuring a successful product launch. Thank you for your continued support.