

## HOYA 77mm POLARIZING

**ProdCode: HOY0548**

Linear Polariser Filter - For manual focus cameras - 77mm



[\[Download Images\]](#) (.zip file)

### Features

- Recommended for manual focus cameras only.
- Available in sizes from 40.5mm to 82mm diameter

Light rays which are reflected by any surface become polarised and polarising filters are used to select which light rays enter your camera lens. PL (Linear Polarising) and PL-CIR (Circular Polarising) filters have the same effect, but it is important that you choose the correct version for your camera. They 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:

- Polarising filter
  - protective case
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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)
- Sales - [sales@holdan.co.uk](mailto:sales@holdan.co.uk)
- Technical Enquiries - [techsales@holdan.co.uk](mailto:techsales@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.