

HOYA 77mm PROND16 GRAD

ProdCode: HOY0843

Graduated ND Filter - 4 stop neutral density with a smooth transition - 77mm



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Features

- Hoya professional-grade optical glass
- Smooth 'Blender' transition from 4stops ND through to clear
- Ideal for high-resolution landscape photography and video use
- Blender transition especially useful when scenery and horizon have complex or uneven structure
- ACCU-ND coating technology for neutral colour balance, without colour-shift
- Anti-reflection and water-repellent coatings on both sides
- Uses Hoya's low-profile, rotating filter ring with front filter thread
- Available in screw-in sizes 77mm and 82mm diameter
- Mark on filter rim to show point of deepest density

The dynamic range of camera sensors remains very different to the human eye and often struggles to faithfully reproduce impressive scenes due to excessive differences between shadows and highlights.

HOYA's ProND Graduated filters help to overcome this by balancing the luminosity in a scene, especially useful with landscapes, where skies often end up burnt-out or

foreground details lost in shadow. Even though post-production methods are able to darken burnt-out skies, this still requires rich pixel data in the bright areas to be preserved, otherwise the effect can look terrible. HOYA's ProND Grad filters help to preserve all the required rich pixel data, for photographers wanting to achieve the best results in the field, to the extent where post-production is often not necessary.

HOYA's ProND Grad filters are round, screw-in type and offer many advantages over square or rectangular Grad ND filters. They use HOYA's professional grade optical glass and are compact, easy to carry and attractively priced. They offer completely neutral colour-balance, thanks to HOYA's special ACCU-ND coating technology. Anti-reflection and water repellent coatings enable high performance in harsh outdoor environments and a front thread allows combination with other filters as well as the ability to accept lens caps.

Rather than having to choose between hard and soft graduation, HOYA ProND graduation is 'blender' style, with a smooth, continuous transition from dark to clear across the whole filter. A blender type filter is highly versatile and can be used in a variety of situations, especially when the scenery and horizon have a complex or uneven structure. There is a slim rotating frame, made from aluminium alloy, for precise positioning of the graduated ND area and a special marker on the rim, showing the point of deepest density.

In the box:

- PROND16 GRAD 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.

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- Sales - sales@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.
