



**Formatt Filters are manufactured with digital accuracy for a digital world.**

### Standard Manufacturing Process.

- Old style “laminated” filters and those made of “soda lime green glass” are no longer acceptable in today’s high definition and digital video cameras. Due to the order of placement of the RGB, CCD/Sensor and especially the green sensor in the optical path of your camera, the old “green glass” and the old process of color “lamination” may both introduce the following artifacts and issues into your image capture process, depreciating your professional image to your client.
- Focus shift – thus forever degrading the performance and the sharpness of your camera and lenses preventing you from ever experiencing the enhanced performance of your investment.
- Improper sampling of the image – reducing the saturation and accuracy of color capture. You are adding a green cast to the light before it reaches the RGB beam splitter. (Red-Green-Blue)
- Stacking of filters with green glass multiplies the problems and increases the color shift from 107 degrees Kelvin for an individual filter to more than 225, depending on the number of filters used.
- Old style laminated graduated filters produce banding patterns that can create pixilation confusion. You must use an “attenuated grad” in which the changes in density and/or color are seamless.
- Old style filters that are polished to an unacceptable minimum tolerance of up to 5mu can have apparent optical deviations in their flatness. This can cause a “wave-like” distortion in pan movements and other “area” distortions in digital cameras.

### Formatt’s Advanced Manufacturing Process

- ☑ Color and effects are digitally applied to our wafer thin A.C.T. (Absorption Cell Technology) Membrane. This computerized process is unmatched for consistency of color and consistency of effect.
- ☑ All Formatt Filters are polished to a 2mu of optical flatness, virtually eliminating wave effect distortion apparent in the old style 5mu filter tolerance.
- ☑ Our sandwich construction combining two pieces of glass ground and polished to a thickness of 1mm each and our wafer thin A.C.T. Membrane means less “filter” for the light to pass through before it reaches your lens elements, i.e. less light absorption and less light distortion. It also protects the color and effect elements from being compromised from scratches and other atmospheric effects.
- ☑ All Formatt Glass Filters are made of Schott Water White Optical Glass. There is no measurable interference with light entering your optics.
- ☑ All of the characteristics of Formatt filters combine to work with your camera’s RGB beam splitter and CCD/sensor rather than against them. With other filters, you introduce foreign elements such as green cast, optical deviations and banding.
- ☑ All Formatt Graduated Filters are “Attenuated” which render seamless color and/or density transitions for special effects.
- ☑ We guarantee our filters for 10 years against fading or any measurable color shift.
- ☑ We make our color filters and grads in 25 standard colors and can make special order filters in a matter of 3 weeks or less, not months.
- ☑ Each filter comes with this guarantee and an individual wave deviation chart which ensures that each filter’s characteristics are manufactured to repeat our factory standards precisely. This gives the camera operator unprecedented confidence that all future filter purchases will be truly matched from filter to filter, camera to camera, and production unit to production unit. Simply put, Formatt’s unique production process means the end of mismatched filter sets.
- ☑ Formatt has produced the most technically advanced filter type ever produced: ProComp for blue and green screen and ProComp Clear for High Definition Cameras. Please read our product updates for details on how this new filter type can assist your Chromakey and High Definition capture.



**F I L T E R S**

The Clear Alternative

## WHY A MATTE BOX?

● A camera is a system that is designed to collect and control a stream of reflected light. The most practical and significant step towards controlling light is the matte box light shade.

It serves a dual purpose:

- 1 It shades the forward lens element from stray shafts of light and keeps flares off your lens.
- 2 It provides a mechanism for attaching a variety of filters.

● A matte box allows you to benefit from the full range of filters.

● You can use 2 filters at once and change either independently.

● You can use one set of 4x4 filters no matter what camera you are using.

● The world of Graduated Filters is opened to you. A matte box allows “slidability” for effects that must be precisely aligned within an image, as is the case with graduated filters.



## WHY A FORMATT MATTE BOX?

● Price – The Formatt Matte Box system lists for under **\$500**

● Versatility – The Formatt Matte Box fits lenses from 47mm to 93mm with a simple change of screw-in or clamp-on adapter ring.

● Strength – It is made of tough aviation grade aluminum.

● It comes complete with a sunshade, adjustable & removable French Flag and two filter stages; One fixed stage, the other is 360 degree rotational.



### Cross reference of similar filters by name

TIFFEN FILTER	FORMAT FILTER	SCHNEIDER FILTER
Clear	Clear - Optical flats	Clear - Optical Flats
Polarizing Filter	Crown Polarizer	True Polarizer
812	Warm Skin Tone Enhancer	81 Series for Skin Tones
Neutral Density	Neutral Density	Neutral Density
Solid Color Special FX	Solid Color	Solid Color
Tiffen Color Grad	Color Graduated Filter	Color Grads
Neutral Density Grad	Neutral Density Grad	Neutral Density Grads
- not available -	always attenuated	Neutral Density Attenuating
UV, Haze & Sky	UV, Haze & Sky	UV-410
Low Contrast	Low Contrast	Low Contrast
LLD	LLD	
Day for Night	Day for Night Cool & Monochrome	
FLD / FLB	FLD / FLB	
Combination Color	Combination	Only 85ND
Coral Filters	Coral Filters	Coral FX
Color Compensating Filters	Color Compensating Filters	
Combination Polarizer	85 Polarizer	
"Enhancer"	Skin Tone Enhancers	
Tiffen Soft Net	Net Filters	
Promist	Supermist	Soft Centric
Warm Promist	Warm Supermist	
Black Promist	Black Supermist	
Warm Black Promist	Warm Black Supermist	
Fog / Double Fog	Fog / Double Fog	
Star Filters	Star Filters	
Standard Color Filters	Black and White Filters	
" "	Color Temperature Control Filters	81EF & 85 only
Soft FX	Soft Effects	Classic Soft
- not available -	Thin Ring Filters	Slim Line Filters



**FORMAT FILTERS**

The Clear Alternative

**Formatt Glass Filter - Selection Index**

**CLEAR OPTICAL FLAT**

**COLOR COMPENSATING FILTER 025-50**

Magenta, Red, Blue, Green, Yellow, Cyan

**COLOR GRADUATED FILTERS - 1-3**

**HARD/SOFT/RAZOR**

Cool Blue, Blue, Coral, Cyan, Green, Golden Sepia, Magenta, Pink, Red, Yellow, Chocolate, Cranberry, Grape, Plum, Skyfire, Sunset, Straw, Tangerine, Tobac, Tropic Blue, Whiskey, Twilight, Sepia, Tuscan Pink, Antique Suede.

**ND GRADUATED FILTERS**

**HARD/SOFT/RAZOR 0.3, 0.6, 0.9, 1.2**

**ND FILTERS 0.3, 0.6, 0.9, 1.2**

**COMBINATIONS COLORS**

81EFND, 85ND, 85BND 0.3, 0.6, 0.9, 1.2

**CORAL FILTERS 1/8, 1/4, 1/2, 1, 2, 3, 4, 5**

**FOG FILTER COLCO 1/8, 1/4, 1/2, 1, 2, 3, 4, 5**

**DOUBLE FOG FILTERS 1, 2, 3**

**FLUORESCENT CORRECTION**

FLD (Daylight)

FLB (Tungsten)

**SOLID COLOR SPECIAL FX FILTERS - 1 - 3**

Cool Blue, Blue, Coral, Cyan, Green, Golden Sepia, Magenta, Pink, Red, Yellow, Chocolate, Cranberry, Grape, Plum, Skyfire, Sunset, Straw, Tangerine, Tobac, Tropic Blue, Whiskey, Twilight, Sepia, Tuscan Pink, Antique Suede.

**UV. Sky 1A, UV Haze 2A, UV Haze 2B.**

**Black & White Contrast**

6, 8, 9, 11, 12, 13, 15, 16, 21, 23A, 25, 29, 47, 27B, 56, 58, 61

**CTC 80A, 80B 80C, 80D, 81, 81A, 81B, 81C, 81D, 81EF,**

82, 82A, 82B, 82C, 85, 85B, 85C

**DAY FOR NIGHT FILTER**

Monochrome 1, 2, 3, Cool 1, 2, 3,

**WARM TONE ENHANCER**

**LOW CONTRAST FILTERS 1/8, 1/4, 1/2, 1, 2, 3, 4, 5**

**LLD FILTER**

**POLARISER / 85 POLARIZER**

**NET FILTER BLACK 1, 2 WHITE 1, 2**

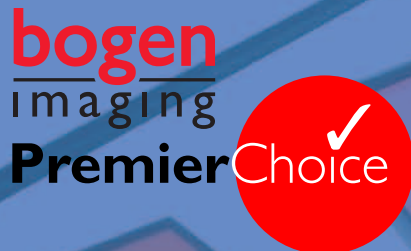
**STAR FILTERS 2PT, 4PT 6PT, 8PT**

**SUPERMIST FILTERS 1/8, 1/4, 1/2, 1, 2, 3, 4, 5**

Black, Warm Black, Clear, Warm Clear

All of the above filters are available in the following sizes:

4x4	105/95mm
4x5.65	Series 9
6.6x6.6	86mm
4 1/2"	82mm
152mm	72/77mm
138mm	48mm
127mm	40.5mm



MANFROTTO / ROTATRIM / METZ / DELSEY / GOSSEN / AVENGER / LEGION / AMABILIA / KATA ELINCHROM / REFLECMEDIA / IFF / LASTOLITE / FORMATT / GITZO / CARL

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