

Now, set your  
creativity free with  
Tiffen **Dfx** filters.

*Choose from a palette  
of up to 1000  
definitive digital filters.*



*Ozone filter*



*Edge Glow filter*



*Warm Black Pro-Mist® filter*



*Vari-Star filter*



*Enhancing filter*



*Old Photo/Silver Gelatin filter*



**TIFFEN**  
**Dfx**<sup>™</sup>  
digital filter suite



## **Tiffen announces Dfx digital filter suite, a major breakthrough in total image control software!**

Hauppauge, NY • March 8, 2007 • Tiffen, the world's premier manufacturer and distributor of award-winning Tiffen filters, and other well-respected brand name products to the consumer, video, motion picture and television imaging markets, is proud to announce the introduction of its Tiffen Dfx digital filter suite software.

Tiffen Dfx digital filters represent a technological breakthrough that both complement and expand the extraordinary creative control Tiffen optical filters bring to imaging. Unlike other software, Tiffen Dfx filters offer effects that simulate the extensive range of Tiffen's world-renowned optical filters, plus much more! Providing ease of use, unmatched performance, tremendous flexibility, and infinite creative control, Tiffen Dfx quite literally offers something for everyone, whether photo enthusiast, professional photographer, videographer or video editor—anyone who wants precision control over their images.

This new digital filter software is offered both as a comprehensive standalone and as a suite of application-specific plug-ins. The plug-ins are designed to seamlessly integrate with today's most popular image-manipulation or video post-production software. And both the suites and standalone are compatible with today's Windows or Macintosh computers. The result is the culmination of years of research by Tiffen, further developed in conjunction with one of the leading visual effects developers serving the still, television and motion picture markets.

Tiffen Dfx is based, in part upon the company's ongoing commitment to the development of innovative products. Previously, Tiffen was the first optical filter company to offer software for the motion picture industry, through its introduction of the Crystal Imaging system. This pioneering technology has since been expanded to include new cutting-edge features and unprecedented creative control, allowing the software and many of the optical filters to be used in tandem.

The Tiffen Dfx digital filter suite is the first and only software to provide filter effects that simulate the characteristics of its venerable optical glass counterparts and which match Kodak® Wratten® filters, the motion picture industry standard.

In addition, every Dfx digital filter suite offers precision adjustments over its range of effects that cannot be approached by any other digital filter software. A complete edition includes the most comprehensive array today, emulating more than 1,000 traditional work-horse and special effects optical glass filters and gels. A complete list and comprehensive tutorial are included with the installation disc, or accessible online at [www.tiffen.com](http://www.tiffen.com).

For those seeking a robust standalone, independent of a high-end editing application, the Tiffen Dfx digital filter suite application provides user-friendly image control with unlimited potential. Those preferring to work within already installed still-image applications such as Adobe Photoshop®, Photoshop Elements®, or similar image-enhancement software, can choose from one of the Tiffen Dfx digital filter plug-in suites.

The Suites range from limited filter selections to the complete filter set having over 1,000 varied effects and gels. All sets offer the ability to apply factory pre-sets or save custom effects, providing total creative and technical control with the most comprehensive and user-friendly filter-effect palette today.

Tiffen Dfx plug-ins for Photoshop® and similar applications is available in two editions. The standard edition features a range of popular filter effects while the complete edition provides the entire range of over 1,000 effects and gels. The suggested retail price of the complete still image plug-in is \$299.95, with a select stand-alone edition at \$99.95.

For videographers and editors, a video production version of the Tiffen Dfx filter suite allows for seamless integration with today's most popular post-production software, including Apple Final Cut Pro®, Avid Xpress®, Adobe After Effects®, and other compatible programs.

To experience the intuitive, visually savvy interfaces and unprecedented level of creative potential, please visit [www.tiffen.com](http://www.tiffen.com) to download a free demo version, or contact the Tiffen Dfx digital filter Division for further information. Tiffen Dfx digital filter suite is compatible with Windows XP, Vista, Mac OS X v10.4 (for stand-alone version) or Mac OS X v10.4 (for plug-ins).

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