## PRESS INFORMATION - For Immediate Release ARGRAPH CORPORATION 111 Asia Place, Carlstadt, NJ 07072

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## Marumi Increases Range of Fixed and Variable Neutral Density Filters

**Argraph Corporation,** the exclusive U.S. distributor of Marumi lens filters, has announced the immediate availability of a number of new Neutral Density (ND) filters for both still and video shooting.

ND filters are particularly useful for digital photography because camera sensors are very sensitive to light. On a sunny day, even using the highest f-stop and a fast shutter speed may not be enough to obtain a perfect exposure.

Plus, to create special in-camera effects such as movement of water, or shallow depth of field for selective focus, a slow shutter speed and/or wide aperture is required. ND filters reduce the amount of light entering the lens, enabling you to create these highly desired effects easily.

The darker the ND filter, the wider your aperture or slower your shutter can be, allowing you to create some truly amazing effects that are not possible without the use of such a filter.

Marumi's popular Digital High Grade (DHG) filter range has been expanded and now includes ND filters with fixed densities of 8, 16, 32 or 64 in filter thread sizes from 37mm up to 82mm.

For those who want full flexibility and to save space, a new range of Variable ND filters have also been introduced. The Marumi Variable ND 2.5 – ND 500 filters are available in two sizes: 58mm and 77mm. These are in addition to the original Marumi DHG variable ND filter range ND2 – ND400, with sizes from 49mm to 82mm.

Marumi's DHG filters are made in Japan with low reflectance coatings on both the front and rear face, to reduce glare and reflections from the surface of the lens. In addition, the rim of the glass is blackened to prevent internal reflections. The DHG filters also feature ultra- thin frames, allowing them to be used on wide angle lenses without vignetting.

Review samples are available to qualified reporters and editors upon request.

For more details, please visit argraph.com/Marumi Variable ND or call us at 201.939.7722.

**Marumi Filters** are distributed in the U.S exclusively by Argraph Corporation and are available from photo retailers nationwide.

## **About Argraph:**

Argraph Corporation and its subsidiaries are leading manufacturers and distributors of photographic and imaging products since 1953. Headquartered in Carlstadt, NJ, Argraph offers unique and innovative products through retailers across the country, and around the world. Additional information is available at argraph.com.

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Filter Density

ND2.5~500