



ARGRAPH INTRODUCES NEW EXUS CAMERA FILTERS BY MARUMI

EXUS LENS PROTECT

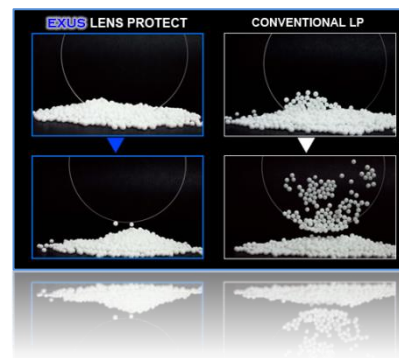
Designed to protect your camera lens, the **EXUS LENS PROTECT** is a clear, transparent filter with surface reflection of less than 0.3% that does not affect the visible light range. In addition to its excellent low-reflection characteristics, the filter features a new antistatic coating that protects the lens from static clinging of dust and pollutants, while allowing easy cleaning of water spots and fingerprints. The EXUS Lens Protect glass is flatter and stronger than conventional filters. Designed to protect a camera's expensive lens system from scratches and impact, **EXUS LENS PROTECT** is essential gear for both digital and film photographers.



• ANTISTATIC COATING

Stress-free photography sessions are made possible by virtue of the antistatic coating that inhibits static clinging of microscopic dust. Even if the lens gets dirty, dust can be easily removed with a dust blower.

Performance comparisons of anti-static coatings »
First, the glass surface is cleaned with a cloth to generate an electrostatic charge and then dipped into styrofoam while static electricity remains intact. As shown, **EXUS LP** on the left does not pick up styrofoam.



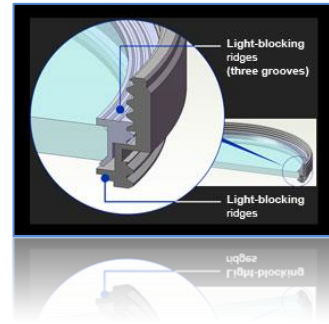
• WATER AND OIL REPELLENT COATING

The surface of the filter lens is specially coated to offer exceptional water and oil repellency. The surface repels water spots and provides resistance to fingerprints, and those few that appear on the surface can be easily removed.



- **ULTRA-LOW REFLECTION: LESS THAN 0.3%**

Because the entire outer rim of the lens is treated with black-ink and features a special frame structure, the filter achieves ultra low reflection of less than 0.3%. With suppression of surface reflection the filter enhances the camera's lens performance to its maximum, achieving excellent image quality.



- **NEW ULTRA LOW REFLECTIVE FRAME**

The filter mount features multiple light-blocking ridges to eliminate flaring and ghosting caused by diffusion.

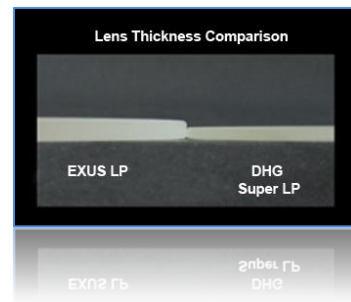
Other features include:

- Ultra-thin frame design
- Satin finish
- Knurling
- Front threads to hold lens cap



- **INCREASED FLATNESS AND STRENGTH**

The **EXUS LENS PROTECT** filter glass assures improved flatness and strength while maintaining Marumi's exceptionally thin frame design.



- **OTHER FEATURES**

- Ultra-thin frame design • Satin finish • Knurling • Front threads to hold lens cap

EXUS CIRCULAR POLARIZER

The EXUS Circular Polarizer dramatically enhances color contrast purity and saturation by suppressing the subject's surface reflection. By providing exceptional light transmission, the **EXUS CIRCULAR POLARIZER** makes colors in the viewfinder appear brighter with more contrast, allowing easier viewing and faster, more accurate auto-focus. The unique new EXUS antistatic Multi-Coating protects the lens from static clinging of dust and pollutants, while allowing easy cleaning of water spots and fingerprints, making **EXUS CIRCULAR POLARIZERS** especially useful for shooting outdoors. This essential filter for shooting landscapes and scenery is ideal for both digital and film cameras.



• HIGH-TRANSMISSION POLARIZER

The **EXUS CIRCULAR POLARIZER transmits 30% more light than conventional polarizers**. This affords easier viewing in the finder as colors are more intense and brighter, and shadows appear darker with better gradation. Better light transmission also improves auto-focus speed and accuracy.



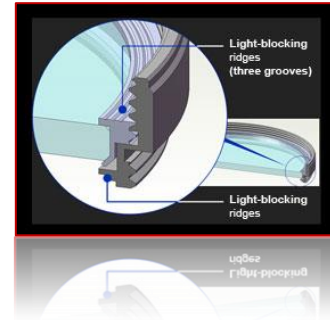
• WATER AND OIL REPELLENCY

The surface of the filter lens is specially coated to offer excellent water and oil-repellency. The surface repels water spots and provides resistance to fingerprints, and those few that appear on the surface can be easily removed.



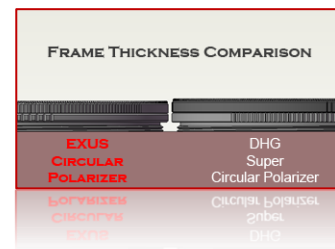
• ANTISTATIC COATING

Stress-free photography sessions are made possible by virtue of the anti-static coating that inhibits static clinging of microscopic dust. Even if the lens gets dirty, dust can be easily removed using an air-blower.



• ULTRA LOW REFLECTION

Because the entire outer rim of the lens is treated with black-ink and features a special frame structure, the filter achieves ultra-low reflection of less than 0.6%. With suppression of surface reflection the filter enhances the camera's lens performance to its maximum, achieving high-quality photography.



• TEFLON COATED MALE THREADS

Makes attaching and detaching the filter from the lens smooth and easy.



• NEW ULTRA-LOW REFLECTIVE FRAME

The new ultra-low reflective frame features:

- Ultra-thin frame design
- Light-blocking ridges
- Satin finish
- Knurling
- Front threads to attach lenscap