

**THE SURPRISING
TRUTH
ABOUT LENS
FILTERS**

Schott

HD

Nano!

digital

**MULTI
COATING**

Ultra

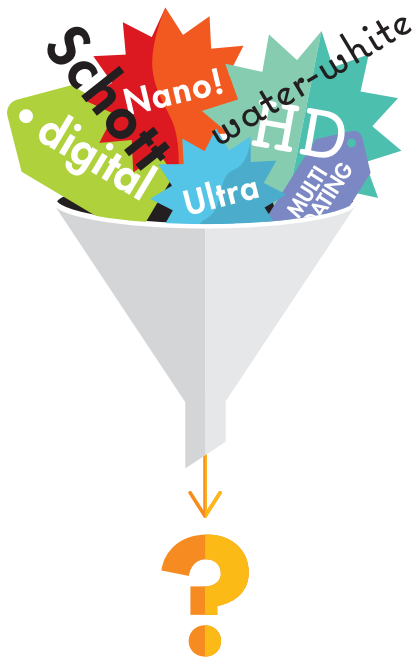
**water
white**

**BLACK
RIMMED!**



Shopping for a lens filter is way too confusing. Brands only make the process hazier by competing on buzzwords.

So how do you choose the right filter?

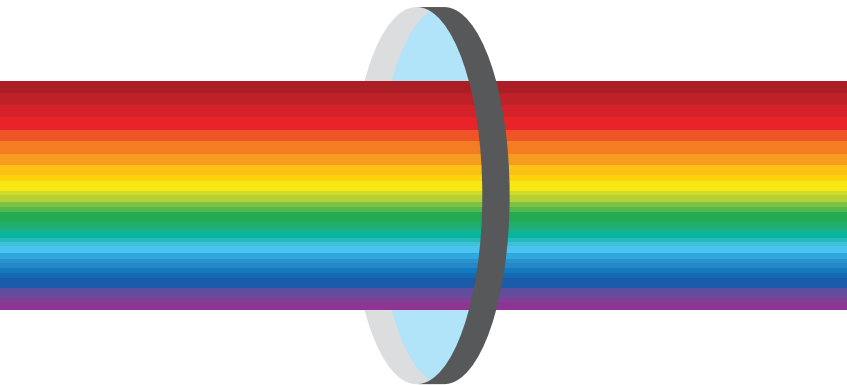


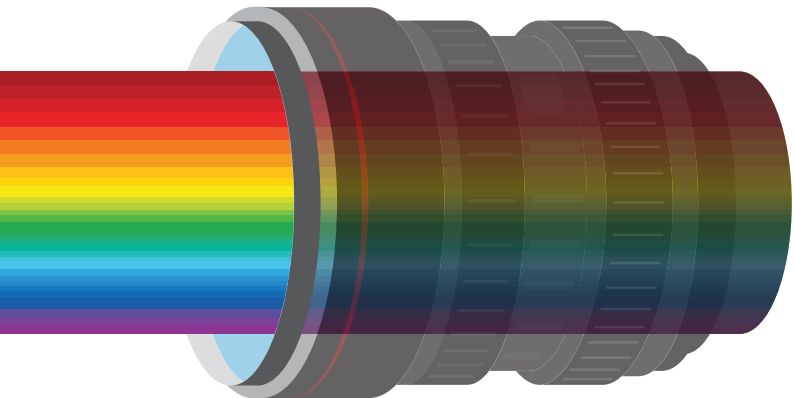
The surprising truth is that the optical integrity of a lens filter can be distilled to a single value.

The problem: Most brands report this value inaccurately or ignore it completely.



It's called **light transmission**.

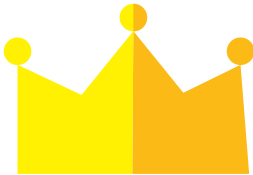




Here's what it means:

Light will pass through your filter.
If you care about image quality,
you want the filter to transmit that
light as purely as possible.

Otherwise the image entering your
expensive camera lens can be
degraded by unwanted effects such
as flare, distortion, and decreased
contrast.



The very best UV and clear filters transmit at 99 percent while protecting your lens.

But wait—what about all of those optical “features” like multi-coating?

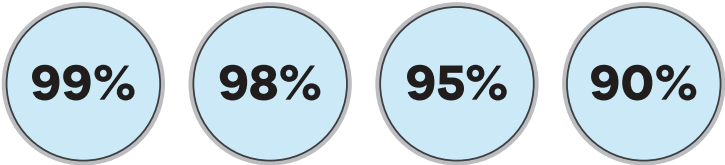
It’s simple: They serve solely to help achieve a higher light transmission.



That means you can safely ignore all the marketing jargon.

As long as you know the light transmission percentage, those other “features” are irrelevant to your purchasing decision.

Chiaro puts light transmission front and center, making it perfectly clear what you're getting for your money.



99%

98%

95%

90%

To eliminate the guesswork, we also commissioned ISO-certified labs to run tests on our filters as well as a wide range of the most popular filters on the market.

So now you can compare all the detailed results on our website and make an informed choice.



CHIARO™

/ˈkja-ro/

**HONEST GLASS.™**

ChiaroFilters.com

