Argraph Introduces New EXUS Digital Camera Filters by Marumi

Argraph Corporation, the international supplier of photographic / imaging products, is introducing the new **EXUS** line of high-tech camera lens filters made in Japan by Marumi Optical Co. Designed to maximize the performance of advanced digital SLR cameras (DSLRs), EXUS filters provide newly-developed, patented features that can enhance image quality on both digital and film cameras.

The **EXUS** line consists of two essential filters – **Circular Polarizer and Lens Protect** – in 13 sizes from 37mm to 82mm. **EXUS** filters feature a **new anti-static low-reflective coating, a patented glass securing system**, and other innovations that **improve image quality**. The unique new **EXUS** Multi-Layer Coating is both anti-static and water and oil repellent, to protect lenses from dust and pollutants while allowing easy cleaning of water spots and fingerprints.

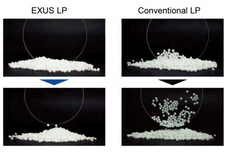
EXUS Lens Protect

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 dirt, 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 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.

Performance comparison of antistatic coating ->
First, the glass surface is cleaned with a cloth to generate electrostatic and then dipped into Styrofoam while static electricity remains intact. As shown, EXUS LP on the left does not pickup 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.

EXUS LP
Repels water drops

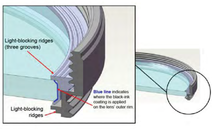
Conventional LP
Water drops spread

EXUS LP
Permanent marker is repelled from surface

Conventional LP
Permanent marker adheres to surface

● 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 brings out 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; attachable lens cap.

● Increased Flatness and Strength

The filter glass employed on the EXUS Lens Protect assures improved flatness and strength while maintaining Marumi's exceptionally thin frame design.

Other Features:

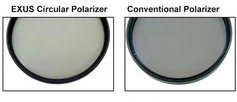
● Wide-angle capability / no vignetting ● Portable filter case included ● Made in Japan

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 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 dirt, 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.



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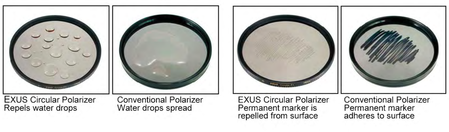

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Repels water drops

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Permanent marker is repelled from surface

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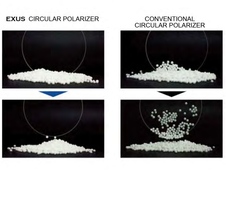
Performance comparison of antistatic coating ->
First, the glass surface is cleaned with a cloth to generate electrostatic and then dipped into Styrofoam while static electricity remains intact. As shown, EXUS Circular Polarizer on the left does not pick up Styrofoam.



● Ultra Low Reflection: Less Than 0.6%

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.

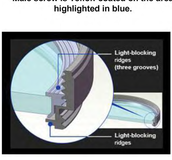
● Teflon Coated Male Threads

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

Male screw is Teflon-coated on the area highlighted in blue.

● New Ultra Low Reflective Frame

The new ultra-low reflective frame features:
● Ultra-thin frame design ● Light-blocking ridges
● Satin finish ● Knurling ● Lens cap attachable



Other Features:

● Wide-angle capability / no vignetting
● Portable filter case included
● Made in Japan

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