

H&Y

Redefining Photography

FILTER COLLECTION AUTUMN WINTER 2021





Over 10 Years Experience in the Photography Industry

Established in 2009 in Hong Kong, China, H&Y is a leading manufacturer of high quality camera filters with several patents applied, as well as OEM suppliers for many famous brands. Our own brand "H&Y" also receives trust and support from photographers globally.

The H&Y innovative products are developed and improved under lots of constructive suggestions from many professional photographers. We concentrate on all product details to achieve perfect images for landscape photographers and amateurs.



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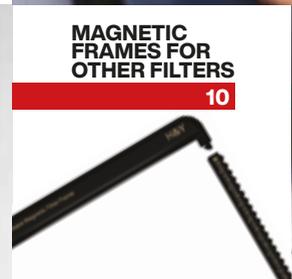
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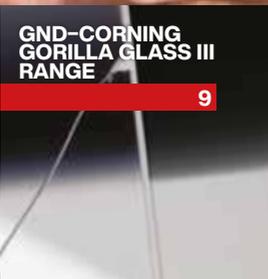
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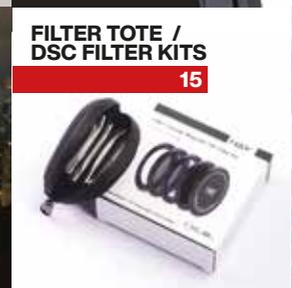
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H&Y REVORING with Polariser and VND Variable Step Adapter

REVORING is the first and only resizable self-retracting filter that secures to the front of your lens. Available in resizable ranges to cover all the most popular lens diameters. One REVORING can fit across many of the lenses within your system. Saving time, money and space. Maximum possibilities, minimum fuss.

All REVORING products are made of architectural-grade Aluminium. lightweight and strong

The anodised finish also protects the ring from corrosion when shooting outside in inclement conditions

Available now in filter thread ranges 37-49mm, 46-62mm, 58-77, 67-82mm and 82-95mm*

Each threaded end has been designed to overlap therefore completely removing any possibility of light leak.

The REVORING Variable Neutral Density range is ND3 to ND1000 or 1.5 -10EV stops of light control!

SIZES

37-49mm
46-62mm
58-77mm
67-82mm
82-95mm*

Glass & Coating

9 Layers of Anti-Fingerprint & Waterproof Nano-Coating on German Schott B270® glass

The German Schott B270® glass is used in making the Polariser and VND filter. It includes Anti-Reflective coatings, which virtually eliminate all flare and reflections from the front and rear surfaces. This helps visible light to pass through the glass by removing unwanted reflections, giving the user the best possible light transmission (up to 97%), optimizing images for the sharpest possible outcome. Whether shooting at 16mm or 400mm, the glass and coatings used in our system produce sharp images, even at light reductions of up to 10 stops.



Easy Operation

Close Down - Hold - Align and Release
Open - Rotate until finger-tight, and then your REVORING is good to go!

A size-adjustable adapter ring that fits lenses of different filter threads. Just switch between your lenses in seconds, no stepping rings needed. The Most Convenient Adapter Ring Ever

Bringing along the REVORING with polariser and VND, you are then allowed to shortlist your travel gear to just ONE filter. No more trouble caused of storing the loose rings.



H&Y REVORING Magnetic Cap - CNC Magnetic Aluminium Front and Back Cap

Magnetically attaches to the REVORING Variable Neutral Density + CPL filter range - all sizes available. Each cap is:

- Machined from lightweight aluminium
- Utilises a soft velvet lining on internal front cap
- Finished in a matte black

Protect your REVORING when fitted to the lens, or when carrying it in your bag.

Close the REVORING and allow it expand to grip the rear cap

REVORING Magnetic cap becomes like a clamshell for storage, minimising scratches, fingerprints and dust. The secure front cap magnetically rigidly attaches to the front, and slides off for use.

H&Y REVORING Magnetic Lens Hood

Coming soon, available in a range of sizes.





H&Y REVORING Black Mist Filter

Benefiting all the same REVORING performance benefits of the VND/CPL, the H&Y REVORING BlackmistFilter has a selection of 1/8, 1/4, 1/2 grades for lenses with the two size ranges 46-62mm & 67-82mm

H&Y REVORING Black Mist Filter is used for the effect of removing blemishes and wrinkles from human faces, soften hard edges and diffuse highlight,

creating a dreamy cinematic look on photography and videography creations. 3 grades, 1/8, 1/4, 1/2 are produced.

Photographer and Videographers often use it to create a cinematic look with dreamy or moody ambience

H&Y REVORING Black Mist Magnetic Clip on Filter for REVORING VND/CPL

If you already own the 46-62mm or 67-82mm VND/CPL filter, and want to combine together with the black mist effect, then buy the optional clip on Magnetic Filter



No Filter 1/8 Black Mist 1/4 Black Mist 1/2 Black Mist

Pre-order. First availability expected September 2021

H&Y REVORING Variable Step Adapter

H&Y REVORING Variable Stepping Adapter is designed to bring your favourite large filter to a range of smaller fitments on other lenses. Its like having many stepping rings in one handy adapter.

Made fully from architectural grade aluminium, keeping it lightweight and tough.



- Available in**
- 37-49mm for 52mm filters
 - 46-62mm for 67mm filters
 - 52-72mm for 77mm filters
 - 67-82mm for 82mm filters
 - 82-95mm for 95mm filters

H&Y REVORING Variable Step Adapter
H&Y REVORING Variable Step Adapter, is a ground breaking innovation in maximising the creation of photographers and videographers. The well-designed retractable blades mount solidly on the lens. It simply changes the habits of filter usage. No more adapter rings will be needed in order to be mounted on different lenses with a large circular filters. It saves photographers' and videographers' time, effort and space.

A size-adjustable adapter ring that fits lenses of different filter threads.

Easy Operation
Close Down – Hold – Align and Release
Open - Rotate until finger-tight, and then your REVORING is good to go!



Space Saving
One REVORING cancels the need for multiple filters, saving costs. And cancels the reliance of multiple, fiddly, loose stepping rings that are known to jam to lenses or filters from time to time. ONE filter and ONE adapter ring = Multiple Lenses



K-series Magnetic Filter Holder

The H&Y KH100 and KC100 holders for 100x150mm and 100x100mm magnetic frame mounted filter holder is one of the most feature-packed systems available. Designed from the outset to be used across all camera systems, with lenses wider than most other holders can work with. Combined with rear Drop-In filters bringing light-tight Anti Pollution filter/ Varying strengths of Fixed ND or a range of combined ND with Circular Polariser

The KH100 includes a Circular Polariser in the kit. The KC100 does not, but can have it added at a later time if required. This leaves the front mounting of gradual neutral density filters mounted in magnetic frames. The K-series holders offer ultimate convenience to landscape photographers, even in extreme weather when wearing gloves.

Magnets in filter frames retain the filters by magnetic attraction

Engineered Performance

Constructed using aircraft grade aluminium

Lightweight & Tough

Gapless design allows NO light leak, from ether front mounted filters, with foam gasket on the holder face. Rear drop-in slot is light tight also.



Time & Trouble Saver –Magnetic Filter Holder

Fitting the K-Series holder to your lens couldn't be simpler.

One-snap, Filter On

GNDmagnetic filters slide to against the holder and each other for alignment. Once off the holder stack filters together as optical surfaces do not touch the next filter.

K-series | Adapter Rings

KH100/KC100 both include adapter rings 67mm, 72mm, 77mm, 82mm. Further rings 49mm, 52mm, 55mm, 58mm, 62mm, 67mm, 72mm, 77mm, 82mm, 86mm are available separately.



Once you experienced the magnetic convenience, you'll NEVER will you miss your old slot-in system again.

Ultra-Wide Fujifilm and Olympus Exclusive Holders

H&Y FH100 Magnetic 100mm Filter Holder for Fujifilm XF 8-16mm F2.8 Lens and OH100 holder for Olympus ZuikoED 7-14mm f2.8 PRO Lens



- Specifically designed to fit in the lens with NO adapter rings
- Ultra thin design
- Two H&Y magnetic frames can be stacked without vignetting
- Compatible with all H&Y 100x100mm and 100x150mm magnetic framed filters

K-Series Magnetic 100mm Adapter Ring for Nikkor 14-24mm Z F/2.8 S

Adapt the KH100 or KC100 holder further for use with this Nikon lens. Two adapter rings are available, Standard with CPL or Slim without CPL options.

The Slim adapter provides full coverage to 14mm with up three H&Y magnetic frames can be stacked without vignetting, but no rear drop-in filters can be inserted

Standard adapter does allow rear drop-in filters, but vignetting will be noticeable at 14mm. This is eliminated at 15mm and above



Already own filters that you want to continue using after switching to the H&Y magnetic system?

Easily mount your existing 100mm x 150mm or 100mm x 100mm, 2mm thickness filters.

Retain and upgrade your existing filters to be compatible with all the H&Y K-series holders.

Dimension's
100x100mm
100x150mm

K-series Magnetic Filter Frames

H&Y K-series magnetic filter frames are designed for users of traditional slot-in system to make other brands of filters compatible to our K-series Magnetic system. There are two sizes to choose from: 100x100mm or 100x150mm. Easy self assembly with no additional tools required. Peel off the 3M tape backing within the side grooves and part assemble the top and two side sections, then slot in your filter and press on the final base part, now your filters are magnetically ready to go.



Once you experienced the magnetic convenience, you'll NEVER will you miss your old slot-in system again.

K-series Hard GND Filter with Magnetic Filter Frame (100x150mm)

- The only landscape filters made of toughened Corning Gorilla Glass III ®
- Oil/water-proof & double-sided coatings
- No colour cast
- 100mm x 150mm
- Reduce Exposure in Selected Area
- 9-Layer Multi-Coating
- Quick Release Magnetic Filter Frame fitted as standard
- Magnetically Mounts on Holder
- Microfiber Cleaning Cloth, Filter Pouch incl.

Produced in Soft, Hard, Centre and Reverse shading and delineations.

ND LEVEL

- ND 0.6 (GND4 / 2EV Stop)
- ND 0.9 (GND8 / 3EV Stop)
- ND 1.2 (GND16 / 4EV Stop)

K-series | Hard GND Magnetic Filter

Efficiently reduce the exposure difference within a frame

Get Tough with Corning® Gorilla® Glass

H&Y GNDfilters, we have taken our manufacturing process to the toughest level by incorporating the best glass from Corning®. The glass we use is Gorilla® Glass III which is not only chemically strengthened —its atomic configuration is formulated so that the glass



is more durable. Corning® Gorilla® Glass III is tougher and more damage resistant even before chemical strengthening. This is a unique feature of Gorilla® Glass 3. Something Corning is able to provide due to a proprietary glass composition that is better able to resist the deep scratches and shock fractures.

Filter Graduation Blends:



H&Y K-series ND & CPL HD MRC 95mm Rear Drop-in Filters

- 95mm drop-in Fixed ND and Circular Polariser
- Made using high quality SCHOTT® B270 glass
- Even light attenuation
- Double-sided vacuum coatings
- Built in rotation wheel for Circular Polariser
- Compatible with KH100 and KC100 holders

FIXED ND LEVELS

- ND64 (6EV Stops)
- ND1000 (10EV Stops)
- ND4000 (12EV Stops)
- ND65000 (16EV Stops)

ND WITH CIRCULAR POLARISER COMBINED

- ND8 CPL
- ND32CPL
- ND64CPL



Aid of the Use of Rectangular Filters

In addition to our 100x100mm and 100x150mm filters, you can drop in a 95mm circular filter encased in a lightweight aluminium frame.

If using a DSLR then compose your image, focus and align the front mounted GND, before dropping in the rear ND/ NDCPL when you are ready to get the shot. Eliminates accidental movement, or difficulty in framing and composing.

Benefits of Using Drop-in Filters

- Easy switch out between CPL/ ND/ CPL&ND/ Night Filters
- Reframing/ recomposing a picture becomes very easy (ND filter can be removed at anytime)
- Rotatable CPL even with rectangular filter installed, just use the side wheel
- Simple Operation

Patented Drop-in CPL Design

CPL (Circular Polarized Filter) is a best camera accessory for landscape photographers as it reduces reflections and glare, and enhances the color of leaves and moist objects.

For better use GND with CPL, H&Y designed a particular 95mm Drop-in CPL to simply slide in rear of K-series Holder, and without worrying of hard disassembly.

Different from other drop-in filter holders, H&Y K-series Holder build up a gear at left-rear corner to rotate the CPL effortlessly, also set your right hand free for shutter and capture the moments.

H&Y K-Series (ND) Neutral Density Filter With Magnetic Frame (100x100mm)

- Ideal for use in long exposure images to add artistic movement in an image
- Density choices include ND 1000 (10 stops) and ND 64 (6 stops)
- 100mm x 100mm, 2mm thick glass
- Includes pre-installed magnetic frame for use with H&Y holders
- Double sided 9 layer coating featuring anti-fingerprint and water-repellent technology

SIZE

100x100mm

ND LEVEL

- ND 64 (6EV-Stops)
- ND 1000 (10EV-Stops)



What is Neutral Density (ND)?

Instead of reducing the ISO to limit light, you can add a Neutral Density filter to limit light, and can then set the shutter speed according to the particular motion desired (blurring water movement, for example) and the aperture set as needed (small aperture for maximal sharpness or large aperture for narrow depth of field (subject in focus and background out of focus). Using your camera, you will see the image right away and can choose the best ND filter to use for the scene being captured by first knowing the best aperture to use for maximal sharpness desired. The shutter speed would be selected by finding the desired blur from subject movement. The camera would be set up for these in manual mode, and then the overall exposure adjusted darker by adjusting either aperture or shutter speed, noting the number of stops needed to bring the exposure to that which is desired. That offset would



then be the amount of stops needed in the ND filter to use for that scene.

H&Y K-Series StarKeeper Astrophotography Filter With Magnetic Frame

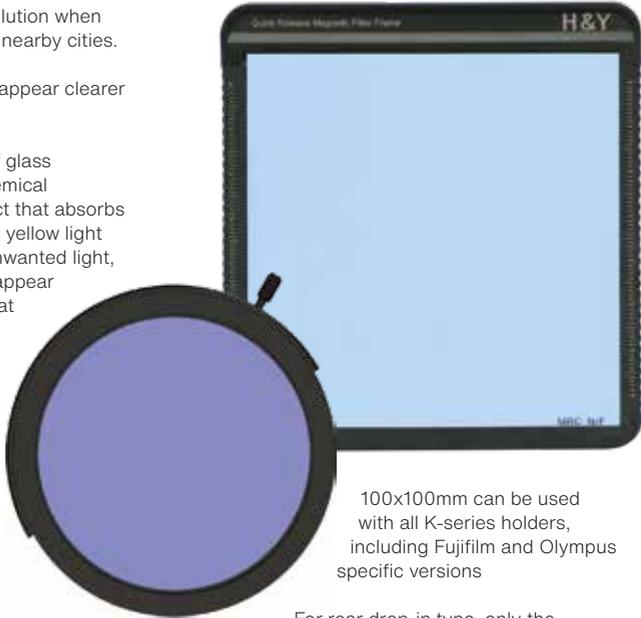
Helps reduce unwanted artificial light pollution when shooting at night such as street lights or nearby cities.

Astrophotography filter makes the stars appear clearer when shooting at night with clear skies

The H&Y StarKeeper Filter is made up of glass constructed by the oxidization of the chemical Neodymium, creating a purple/blue effect that absorbs yellow sodium-vapor, mercury-vapor and yellow light from low CRI LED's. By absorbing this unwanted light, contrast will be increased and stars will appear more visible and defined –giving you great images when shooting into clear skies at night.

Features

- 9-Layer Multi-Coating,
- Optical Glass
- Neodymium glass night time filter for Astrophotography
- Available in either 100x100mm front mounted magnetic filters, or Rear Drop in 95mm filters.



100x100mm can be used with all K-series holders, including Fujifilm and Olympus specific versions

For lighttight fitment on long exposures we recommend the rear drop-in type.

For rear drop-in type, only the KH100 and KC100 can be used.



H&Y K-Series Luxury Filter Tote

Keep your filters in optimum condition between photoshoots

8 internal pockets divide the case, each with a coloured elevation string to bring your filter to your hand

Front and Rear internal pockets are large enough for the Holder, whilst the front pocket can be used for adapter rings.



Magnetic Filter kits for Sony ZV1 and Fujifilm X100V

Bring greater exposure control to your premium compact camera:

Features:

- Instant magnetic attachment
- Low-reflective, water-repellent, stain-resistant, scratch-resistant coating
- Filters can be stacked via magnets
- Circular Polariser is magnetic, so it can be rotated even in a single movement
- CPL polarisation uses Nitto film from Japan, which boasts 99.9% polarisation
- CPL uses Japanese AGC glass
- ND and UV are made from Schott B270 optical glass sourced from Germany
- The adapter ring for Sony ZV-1, filter (ND64, CPL, UV), and lens cap are included in a compact pouch



Dave Newton

“Switching to H&Y was initially not an easy choice as I’ve used my previous filters for more than 15 years. However, the image quality of the H&Y glass filters, and the ease-of-use of the magnetic holder, made my mind up. The frame to hold the filters is also welcome, as it helps to avoid fingerprints, and I found them incredibly easy to clean of rain drops when working in bad weather.”

Instagram: <https://www.instagram.com/photopositive/>
Facebook: <https://www.facebook.com/davidnewtonphoto/>



Eugene Theron

“These easy-to-use and robust filters are integral in my landscape setup. Their excellent optical quality gives me confidence in the images I produce and allows me to focus on my creativity while out shooting”

www.eugenetheron.com
Instagram: www.instagram.com/eugene_theron_photography/
Facebook: www.facebook.com/EugeneTheronPhotography/



Glyn Dewis

“When out on location I’ve learned only to take the essentials. Camera, lens choice and tripod are the obvious, but if anything else is going to come along and add to the camera bag, then it needs to add value, be convenient and ultimately be fit for purpose.

The H&Y system and filters I use tick every box. The quality is a given. The convenience and ease of using them, meaning they always come along for the ride, genuinely excites me with creative possibilities, and more time behind the camera instead of being sat at the computer.

https://glyndewis.com/
Instagram: www.instagram.com/glyndewis/
Facebook: www.facebook.com/glyndewis



Giovanni Corona

“I am Giovanni Corona, professional landscape photographer from Sardinia Italy. I developed my own unique Gradual Neutral Density filter together with H&Y that combines different ND values across it. Divide the scene vertically into the rule of thirds, with the foreground and mid-ground dominated by a large object such as a rock, a car, a group of trees or a building. The lighting is strongly backlight, and the Soft GND is not going to give enough control. By using more of the filters 150mm height to provide greater graduation control from no correction at the base, to the very subtle soft 2-stop blending through to the mid-section at 3-stops, and finally the significant 3-4 stops density to control strong lighting at the top of the filter.”

Instagram: www.instagram.com/thephotographicimprint/
Facebook: H&Y Official Global Community







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