**NEWS RELEASE**

**The Tiffen Company**

EFFECTIVE: June 20, 2024

[www.tiffen.com](http://www.tiffen.com/)

**New Tiffen Magnetic Control System (MCS)**

Magnetic Filter Mount

Hauppauge, NY—June 20, 2024 –The Tiffen Company's newest filter design is here. The Magnetic Control System (MCS) is an elegantly simple new way to harness magnetic power to swiftly and securely attach genuine Tiffen filters to lens fronts.

Tiffen's Magnetic Control System was developed to eliminate the hassle of threading filters on and off, while maintaining a safe and positive lock. MCS makes installation and removal lightning-fast. Thanks to their extremely strong magnetic force, filters stay locked in position even during demanding shooting situations. Then they remove from the optic as needed without modification to the native lens. The MCS Adapter can stay on indefinitely or detach instantly by gripping the knurled edge and gently rotating.

Tiffen's new MCS Adapter easily rotates on to the lens' front threads. Once in place, the lens instantly receives any Tiffen MCS precision glass filter, including: ND, Polas, Color, Effects, and the extensive array of diffusion—including Black Fog, Night Fog, Black Pro-Mist®, Antique Black Pearlescent, Antique Pearlescent, Antique Satin, Smoque®, Glimmerglass®, and many more. Each filter comes with front and rear magnetic protector caps and a magnetic adapter of the filter size.

All MCS filters are easily identified due to their matte black finish, distinctive blue ring, and handy raised edge. Each MCS filter includes a matching lens cap that instantly attaches to the filter front or directly fits to the lens via the MCS magnetic lock.

MCS Filters come in 58mm, 77mm, and 82mm with available Step-up MCS Magnetic Adapters to accommodate other sizes.

Like the rest of Tiffen’s Emmy® & Academy Award®-winning filters, Magnetic Filters are crafted in the USA with optical grade glass. To promote long life and image clarity, only Tiffen filters are manufactured using the exclusive Colorcore Technology® process that laminates the filter substrate between two parallel elements of optical glass, then grinds and polishes them to a precise tolerance of 1/10,000th of an inch flatness. Tiffen Motion Picture Filters are made in the USA and come with a 10 Year Warranty. For more details visit <https://tiffen.com/pages/magnetic-control-system-edu>

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**About The Tiffen Company**

For over 85 years, Tiffen has been helping those in the consumer/professional photography and motion picture and broadcast television industries to create the world’s greatest imagery by championing innovative technology. A leading manufacturer of imaging accessories, Tiffen divisions include: Tiffen Filters—optical photographic filters and lens accessories; Steadicam®—camera stabilizing systems; Lowel—location lighting equipment; Domke—camera bags and Zing camera covers; Davis & Sanford— tripods and support systems; and Stroboframe flash brackets. For more information about Tiffen brands, please visit [www.tiffen.com](http://www.tiffen.com/)

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