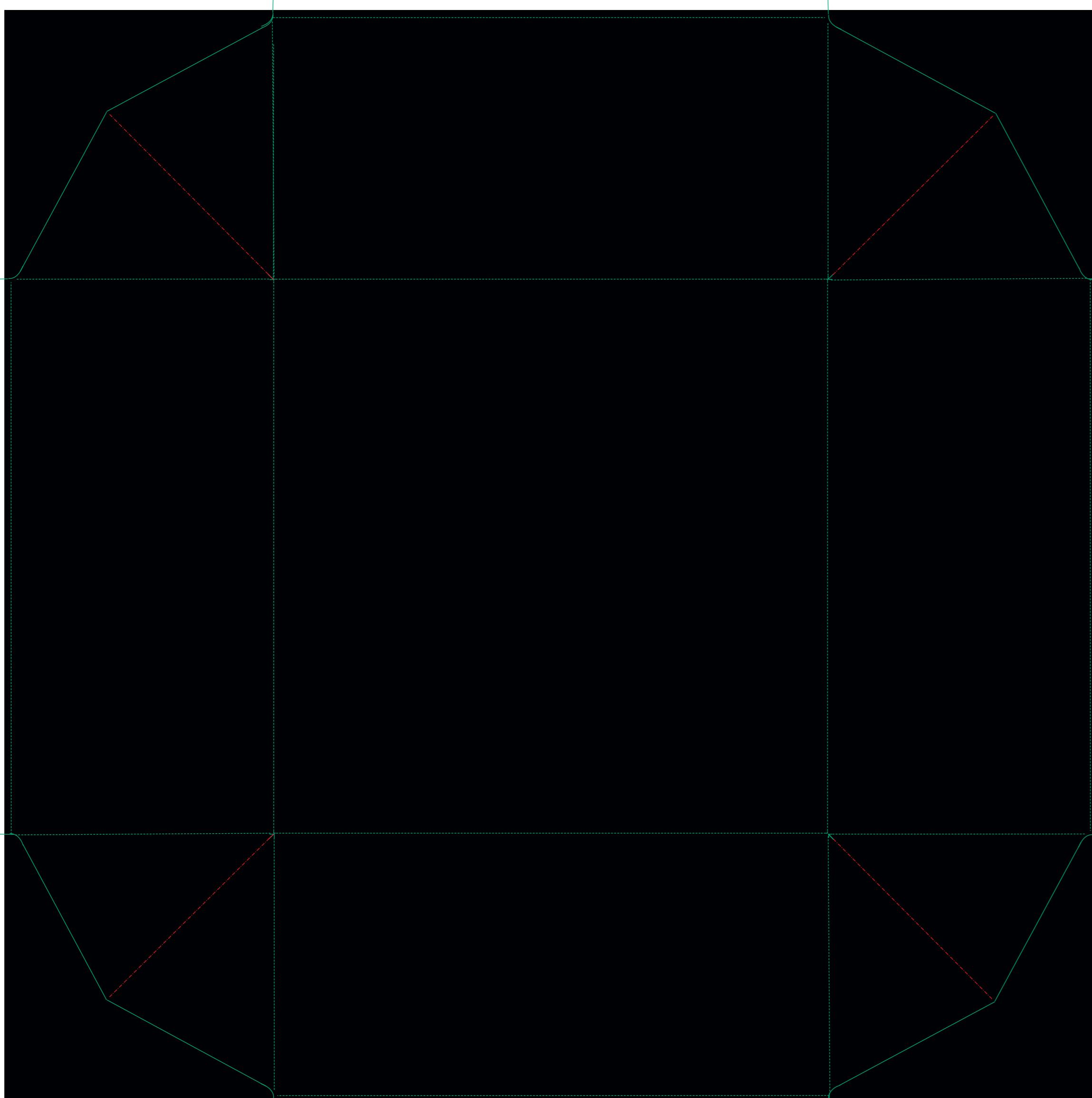


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KEY:

- PERFORATION RULE
- CUT RULE
- CREASE RULE



JOEL BOX 5" LID 02/08/11 16:22 Page 1

KEY:

- PERFORATION RULE
- CUT RULE
- CREASE RULE



Absorbing Cell Technology
Formatt-Hitech has an award-winning and exclusive Absorbing Cell™ technology process to create our filters. The Absorbing Cell™ places a porous color reflectant layer onto the optical material rather than casting it onto, ensuring that the color is spread consistently across the filter. This allows for a more even and consistent color across the entire filter. The result is a more vibrant and saturated image, with less noise and better color reproduction. This technology is unique to Formatt-Hitech and is used in all of our filters.

