

FOR IMMEDIATE RELEASE

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BRNO baLens Cap – Simple White Balance Control



The baLens consists of a snap-on lens cap with a removable translucent dome in the center. By simply putting the cap on your lens, pointing the camera at the light source and doing a manual white balance, superior colour correction is easily achieved – easier and more accurate than the camera's auto white balance setting.

Simple. Smart. Functional. Change the way your camera sees colour. Go from orange, blue and green-tinted photos to beautifully captured colour by setting a custom white balance with the baLens Cap. Achieve a look that's not always possible with in-camera automatic white balance or in-camera white balance pre-sets. Just squeeze both side tabs of the baLens Cap for easy placement or removal, even with a lens hood in place. Its center pinch-

release mechanism and streamlined design helps prevent the baLens Cap from accidentally bumping off, either when traveling or shooting in a crowd. The patent-pending baLens White Balance Lens Cap system comes with interchangeable neutral and warm filters. So no matter how challenging the lighting, with a baLens Cap you can get better colours right out of the bag. Available in 52mm, 55mm, 58mm, 62mm, 67mm, 72mm, and 77mm sizes.

Simple to use:

With the **baLens** Lens Cap mounted to the lens, take a reference exposure of the light falling on your intended subject with the camera set in - manual focus/auto exposure mode. The **baLens** Lens Cap will allow the setting of a custom white balance based on the actual colour temperature of the light source or sources.

Under the camera's menu functions, locate the custom white balance setting and apply the reading

Warm filter effect is for use when you wish to achieve warmer skin tones, ie: for portraits, or overall "warmer" colours in photos.

BRNO implements very strict quality controls. For example, once the formula for the center filter pieces are mixed, a pre production sample is taken and measured against a control sample on a photospectrometer and densitometer. Once this is approved, then samples are taken from production pieces during various times during output and retested. While it is impossible to have 100% accuracy with any product, the accuracy range is much better than the built in range of a manually set white balance temperature using Kelvin and actual output.

Actual color temperature as measured by a Gossen 3F Color Meter:

Nikon D3(version 2.0 firmware) AWB:	4777/5750
Nikon D3, manually set to 5560K:	5360/5550
BRNO baLens, Neutral:	5742/5780
BRNO baLens, Warm:	6386/5780

BRNO products are distributed in Canada by Amplis Foto Inc.

About Amplis

Amplis Foto is celebrating its 25th anniversary as a leading photographic marketing and distribution company dedicated to serving the advanced amateur and professional imaging markets. Located in Markham, Ontario, Amplis Foto has sales representation across Canada to support over 600 stocking dealers with exclusive distribution rights for over 20 product lines including: Broncolor, Gitzo, Hahnemühle, Kata, Manfrotto, Photoflex, Tamrac and Tamron.

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