

## Press Release

**As part of the new V-Pro filter line, B+W Filter presents the new Mist Filter.**  
More creativity for your photography.

BAD KREUZNACH, 03 June 2024

B+W Filter, the specialist for high-quality photo filters, presents its latest innovation: White and Black Mist Filter. In the age of high-resolution camera lenses with perfect imaging performance, photographers are often looking for ways to add an artistic touch to their images. Mist Filter offer a solution by adding an atmospheric aura to images and movie scenes.

Mist Filter have become an important tool for photographers who want to create a romantic and cinematic atmosphere inspired by the look of vintage films. You can choose between White and Black Mist Filter for a variety of creative expressions.

### White Mist Filter:

Create a soft, dreamy effect reminiscent of classic soft-focus techniques. Ideal for portrait and landscape photography, they work wonders in bright sunlight, softening harsh shadows and casting a more even, softer light on the scene. Photographers can look forward to a special retro look that adds a magical charm to their shots.

### Black Mist Filters:

These filters add another dimension to creative expression by creating a more atmospheric look with less image brightening. They provide richer blacks and halos around highlights, adding depth and atmosphere.

Further information can be found on our [website](#).

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### **About the Schneider Group:**

The Schneider Group is specialized in the development, production and manufacturing of high-performance lenses as well as filter systems for the industrial, film and photo sectors.

The main brand "Schneider-Kreuznach" stands for leading technology from Germany for decades. Our applications in industry include optical inspection and 3D measurement.

In the film industry, we have won the Scientific and Technical Award (so-called „technology Oscar“) several times with our products, and photographers appreciate our B+W filters.

The Schneider Group includes Jos. Schneider Optische Werke GmbH, founded in Bad Kreuznach in 1913, the subsidiary of the same name in Singapore, and the companies Schneider Optics (New York, Los Angeles), Schneider Optical Technologies (Shenzhen) and Schneider Asia Pacific (Hong Kong). The Schneider Group employs around 500 people worldwide, 315 of them work at the German headquarter.