

## **Tiffen hologram description (adapted from original promotional flyer)**

Four things happen in the Tiffen hologram:

- 1- As a person moves from side-to-side, the filter on the end of the camera changes color.
- 2- As a person moves up and down, four different color versions of the word, "TIFFEN", pop in and out, forward and back.
- 3- The words, "FILTERS FOR SPECIAL EFFECTS", perform an effect similar to the word, TIFFEN", in this case, a "two-step vertical flash".
- 4- The Tiffen diopter lens that forms the dot over the "I" in "TIFFEN" magnifies the word "FILTERS" behind it.

Image scale is 1:1. Two 3D objects were used, the camera and the Tiffen diopter lens. Eleven 2D masks were used for "type" and "finger/ facial elements". A total of thirteen H1 slit masters were used, each containing a single element of the image, all recorded on a single laser viewable master plate.

Display:

The hologram is best viewed at arm's length, or further. Lighting is best with a single, clear, linear filament, incandescent light bulb, from above, at a 45-degree angle, at a distance of at least three feet from the hologram.

It was created as a mass produced, embossed mirrorized, point-of-purchase hologram to be displayed in thousands of photography supply stores around the US to promote Tiffen filters from Tiffen Manufacturing.

It was also intended as a "visual proof" of HoloPlate's ability to design multicolor embossed holograms, up to 8"x10", with registered color position of imagery, as designed and provided by any art director, even if unfamiliar with the holographic process, by simply providing HoloPlate with two sketches - the first sketch to be a front view, with X and Y image positions and desired colors indicated and, the second sketch to be a hypothetical side view, with relative Z-axis positions indicated behind, and in front of, the hologram image plane.

It represented significant technical improvements over the previously produced multi-color, multi-slit, registered holograms for the artist, Yacov Agam, because it used HOE collimated reference beams instead of diverging reference beams as well as much improved image element registration.