

HOYA UX

Your Experience
Your Starter Pack



CIR-PL FILTER



UV FILTER



Aiming to provide the advantages and features that match end-user demands and requirements for contemporary filter accessories, we decided to name this series “HOYA UX”.

UX is the abbreviation of “User eXperience” – a term widely used in IT and web development fields in reference to a person’s emotions and attitudes towards using a particular product or service.

As a result of our constant research of users’ experience with our products, HOYA HMC UV (C) and CIR-PL Slim were combined under one series to clearly position them as basic filters. The packaging was redesigned and new features were incorporated.

CIR-PL FILTER

UV FILTER

From the best photographic filters brand in the world

Basic tool to create

Essential protection



Product size

37mm / 40.5mm / 43mm / 46mm / 49mm /
52mm / 55mm / 58mm / 62mm / 67mm /
72mm / 77mm / 82mm



Product size

37mm / 39mm / 40mm / 43mm / 46mm /
49mm / 52mm / 55mm / 58mm / 62mm /
67mm / 72mm / 77mm / 82mm



SLIM FRAME

HOYA UX CIR-PL, in spite of a complex frame construction, incorporates an aluminum frame with a slim profile to avoid vignetting when attached to wide or super wide angle lenses.



EASY TO MAINTAIN

HOYA UX UV includes a HMC-WR coating with water-repellent features providing fingerprint and smudge resistance. HMC-WR coating has a water contact angle over 100 degrees, which is considered to be a high-grade specification for basic range filters.



SLIM FRAME

HOYA UX UV incorporates an aluminum frame with a slim profile to avoid vignetting when attached to wide or super wide angle lenses.



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