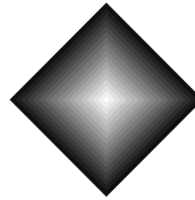


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**Light Illusion**  
THE ART & SCIENCE OF DIGITAL IMAGING  
Calibration LUTs 3D Cubes Gamma Curves

Light Illusion – **PRESS RELEASE** – August '09

## Light Illusion LUT Builder Adds More Features - Gains Global Sales

Specialist digital film consultancy, Light Illusion, has gained further global sales for its 3D LUT Builder and added new features and capabilities to simplify digital imaging workflow for production and post-production.

A number of customers have purchased multiple copies of the 3D LUT Builder, including UFO Moviez, India, who recently upgraded two LUT Builder packages from earlier versions. Park Road Post, New Zealand, and Hydraulx, USA, made additional purchases after their initial 3D LUT Builders proved indispensable within their production and post-production workflows.

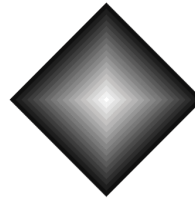
Marc Massicotte, Hydraulx, said of the software “the application works great, thanks for this... it’s saved a whole lot of headaches. We’re now dwelling in the world of LUT conversions for RED footage, and will probably get another LUT Builder copy for another system workflow”.

### New Features

The latest additions to the Light Illusion 3D LUT Builder include direct LUT (text) loading/importing, and JPEG-2000 support during image batch processing and LUT burn-in.

These latest developments add to the existing capabilities of the 3D LUT Builder that provide advanced LUT management and image calibration, including:

- Direct LUT import of many industry-standard LUT formats
- LUT burn-in (including batch processing, format conversion and image re-sizing)
- Colorspace conversion (pre-set and user defined)
- Multiple formats LUT export/building
- Multiple image formats supported for LUT viewing.



The addition of the new direct LUT import allows LUTs to be loaded into LUT Builder software in their native LUT text format. This means further changes to a given LUT, such as colour space conversions, can be added directly to an existing LUT, as well as the effect of any LUT to be viewed on any given image (LUT Viewing). It also allows the concatenation of existing LUTs into a new single LUT. For example, an existing print calibration LUT can be combined with a DCI XYZ colour space conversion to produce a new combined LUT.

The inclusion of JPEG-2000 image compression output within batch processing adds yet another format to the already extensive list of compatible image formats and, with colour space conversion, allows for the first steps in the generation of DCI DCP deliverables.

### **New Sales**

Recent sales include Warner Bros., USA; Hydraulx, USA; PaceHD, USA; Pixel Magic, USA; Laser Pacific, USA, Box Studios, USA; Park Road Post, New Zealand; Digipost, New Zealand; Gemini Film Lab, India; UFO Moviez, India; S-Films Production, Vietnam; Nedci Pro, Netherlands; Avion, Czech Republic; Duran, France, plus many more.

### **ENDS**

### **About Light Illusion**

Light Illusion is the industry-leading consultancy for digital cinematography and digital intermediate workflows with global support for production and post-production operations, as well as for equipment manufacturers. Steve Shaw, CEO, has numerous credits for feature film DI and grading work, as well as acting as digital film technologist in building operational workflows.

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