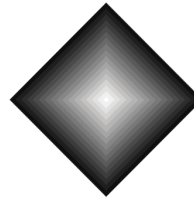


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Light Illusion
THE ART & SCIENCE OF DIGITAL IMAGING
Calibration LUTs 3D Cubes Gamma Curves

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

Light Illusion 3D LUT Builder provides calibration for all

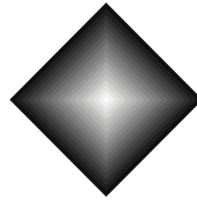
Specialist digital film consultancy, Light Illusion, also provides a range of software tools for Digital Cinematography and Digital Intermediate operations, with its Sony CineAlta Gamma Curves having become something of an industry standard for those shooting digitally.

The latest addition to the tools provided by Light Illusion is a 3D LUT Builder aimed at simplifying the building of 3D Cube LUTs for use in calibrated image viewing via digital monitoring, including crt and LCD monitors and digital projection.

The 3D LUT Builder has proven very popular, and is in use with many post-production facilities around the world, as well as being used for calibration of on-set viewing for digital cinematography projects.

The all new Light Illusion 3D LUT Builder can generate 3D LUTs for many post-production systems including those from, but not limited to:

- Quantel
- Autodesk
- Thomson
- Panavision
- Pandora
- Assimilate
- da Vinci
- Chrome Imaging
- DVS
- Iridas
- Shake
- Nucoda/Digital Vision
- Cine-tal



The LUT Builder incorporates the ability to have a user selected image inserted into the reference frame for LUT generation and, more importantly, can build 10bit, 12bit and 16bit 3D LUTs, from images of any original bit depth.

The 3D LUT Builder works by generating a reference image that can be colour corrected as required to match an accurate reference image, usually a film print image, making use of a colourist's natural ability to match two images. The software then uses this modified reference image to build a 3D Cube containing the changes made.

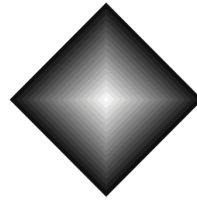
This approach has made the Cube Builder popular with facilities keen to add that final 'tweak' to LUTs generated via automated LUT systems.

As was said by one post-production DI client "our colourist can see the difference between the final film print and the LUT generated by our automated LUT system, and the Light Illusion 3D LUT Builder allows him to fix the error to make the LUT 100% accurate".

Another major use of the Light Illusion 3D LUT Builder, apart from building LUTs from scratch, is that it can 'RIP' any LUT from any other LUT system, including encoded and encrypted LUTs... This means calibration LUTs built for a specific system can be ripped and used in any other system to provide environment wide calibration for multiple systems throughout a post-production environment.

Users of the Light Illusion 3D LUT Builder range from major studios and film labs, including Warner Bros. Motion Picture Imaging, LA, USA, and Gemini Film Lab, Chennai, India, through to small boutique DI facilities, including Gradient Effects, Marina del Rey, CA, USA, and Lighthouse Production and Design, Malaysia.

ENDS



About Light Illusion

Light Illusion has become one of the industry's leading figures in digital cinematography and digital intermediate operations, with support provided globally to production and post-production operations, as well as being provided to 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.

www.lightillusion.com

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