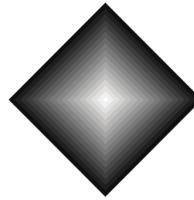


Light Illusion Ltd.

The Granary
Throcking
Buntingford
Herts
SG9 9RU
+44 (0)1763 281 699
+44 (0)7765 400 908
steve@lightillusion.com
www.lightillusion.com



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

Press News from Light Illusion – for immediate release

Light Illusion’s Website reveals new look

London, 27th August 2010, UK specialist digital film consultancy Light Illusion have upgraded their website giving it a fresh new look. The update became required due to a huge increase in sales of Light Illusion’s LightSpace CMS, and soon to be launched SpaceMan ICC, a profile management system that enables film and media industry standard LUTs (Look Up Tables) to be converted to computer industry ICC profiles, as well as editing of existing ICC profiles.

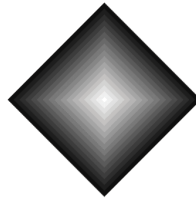
Light Illusion has gained immense popularity and respect within the Post-Production fraternity, with industry professionals turning to Light Illusion’s website as a beacon of knowledge and experience.

“The global interest in LightSpace CMS and the upcoming SpaceMan ICC has been amazing” says Light Illusion CEO Steve Shaw. “Assimilate, Quantel and SGO have all adopted LightSpace CMS as the colour management system of choice, and have integrated control of LightSpace into their grading systems to make guaranteed closed-loop-calibration as simple as possible”.

The new website features two new areas: LightTools, for software and hardware systems, and the Consultancy Services side of the website.

LightTools comprise a range of colour management and creative tools, including LightSpace CMS, the X-Rite Hubble probe, Sony and Canon EOS Gamma Curves, a Custom Film Profiling service, SpaceMan ICC, and LUT/ICC Conversion Services. The LightTools area of the site also features a download page where demo software can be downloaded, as well as a selection of free LUTs and technical papers.

The Consultancy Services side of the website lists Light Illusion’s multi-faceted professional services within the Digital Film and Post-Production industry, and showcases Light Illusion’s numerous credits as well as the types of consultancy offered to clients across the world. The site features a plethora of knowledge dealing with all the various aspects of DI and Digital Film, and is constantly updated with newer and more sophisticated workflows and emerging media ideas. Also featured are a number of



Stereoscopic 3D pages that have come to be considered by many in the industry as arguably the simplest and most concise guide to Stereo3D basics and understanding.

ENDS

About Light Illusion

Light Illusion is the industry-leading consultancy in digital cinematography and digital intermediate workflows, with support provided globally to production and post-production operations, as well as to equipment manufacturers. Steve Shaw and Sundeep Reddy have numerous credits for feature film DI and grading work, as well as acting as digital film technologist and supervisors in building operational production and post workflows.

www.lightillusion.com

For further information, please contact:

Steve Shaw

Light Illusion

Phone: +44 (0)7765 400 908

Email: steve@lightillusion.com

Sundeep Reddy

Light Illusion India

Phone: +91 9000 7777 45

Email: sundeep@lightillusion.com