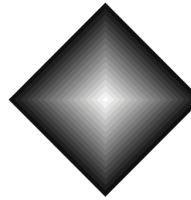


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Light Illusion
THE ART & SCIENCE OF DIGITAL IMAGING
Calibration LUTs 3D Cubes Gamma Curves

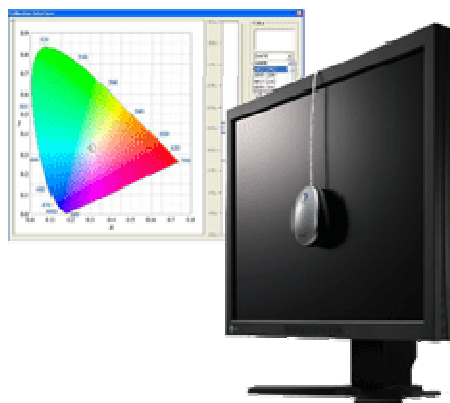
Press News from Light Illusion – for immediate release

Light Illusion supports wider range of X-Rite calibration probes, and adds Film Profiling Service

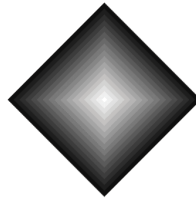
London, 30th march 2010, UK specialist digital film consultancy Light Illusion announces support for a wider range of X-Rite calibration probes for its industry leading display colour management software, the 3D LUT Builder, and adds a new Custom Film Profiling capability to its range of calibration related services.

The Light Illusion 3D LUT Builder has become one of the industry's most widely adopted colour management systems, with sales throughout the world within the various industry areas where colour management is critical, including production, post-production, broadcast, and projection.

“As part of Light Illusion’s desire to make colour management available to all industry operations we are continuing development of the LUT Builder on a number of fronts, and adding new calibration interface options for X-Rite’s range of Eye-One probes assists greatly in widening possible applications. Expect more announcements on new software development in the coming months,” States Steve Shaw, CEO of Light Illusion.

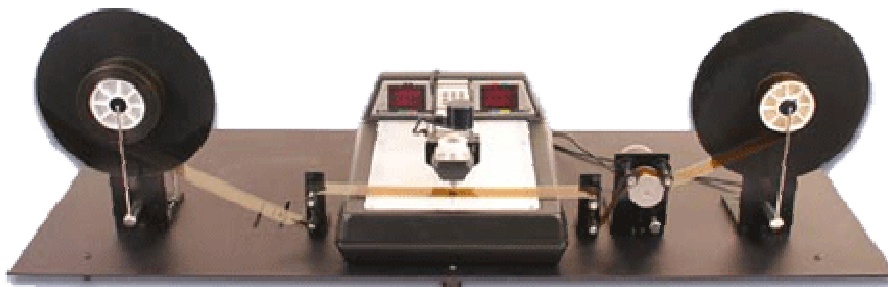


In a separate, but associated development, Light Illusion has also announced the launch of a Custom Film Profiling service aimed at providing generated profile data from film negative and print stocks for



use with any of the presently available calibration management systems (CMS) from many different manufacturers.

Add Steve, “Such a film profiling service takes all the attributes of a given film processing chain, including film stocks – both negative and positive – as well as the film recorder and lab processing, and generates an accurate profile of the whole process, ready to be used in the generation of accurate display LUTs. Without such a custom profiling service matching a Digital Intermediate operation to a final film projection can be difficult to achieve accurately.”



The equipment used for such profiling will also be made available for direct outright purchase, enabling those companies that wish to manage and maintain their own calibrations from within to do so.

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 in building operational workflows.

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