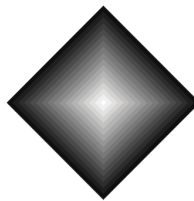


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**Light Illusion**  
THE ART & SCIENCE OF DIGITAL IMAGING  
Calibration LUTs 3D Cubes Gamma Curves

Press News from Light Illusion – for immediate release

## **Light Illusion continues to take Indian market by storm**

*London, 20<sup>th</sup> June 2011*, specialist digital film consultancy Light Illusion continues to gain major global sales for LightSpace CMS, the industry standard system for guaranteed colour calibration. Indian facilities and production companies have been especially quick to realise the benefits of guaranteed colour calibration, and have adopted LightSpace CMS as the de facto system to provide the necessary colour workflow certainties.

“The level of interest within India has been amazing, with major post houses opting not just for LightSpace CMS to manage their colour workflow, but also the associated systems and services we provide,” says Sundeep Reddy, director of Light Illusion India. “We are especially proud to be able to support the high-level of image creativity and quality India's post facilities and production companies are engaged in generating, helping to keep India at the forefront of the international industry”

Light Illusion has gained, and supports, a large number of India based customers, including Prime Focus, Pixon, Annapurna Studios, Scrabble Digital Entertainment, Suresh Productions, Image Devices, and SkillBell, as well as directly supporting many film productions, both on-set as well as through post-production and Digital Intermediate grading. With high-end facilities requiring the best possible colour calibration solutions the industry-wide adoption of LightSpace CMS has made it the obvious choice for projector and Monitor display calibration.

Parminder Chadda, Head of Film Technology for Prime Focus India, agrees "The systems and services provided by Light Illusion shows a deep level of understanding of the problems facing today's post-production workflows, and their commitment to providing solutions and support makes them the ideal partner in assisting us to guarantee colour and calibration to our customers and their colour critical projects."

Amit Jalan, Director of Image Devices, concurs. “LightSpace CMS fits perfectly into our boutique Resolve and Smoke environment as it is a LUT factory for our diverse requirements which includes film



grading as well as Vfx. After researching and discussing all the calibration options available we were convinced that Light Illusion had the best solution for our workflow.”

Venkat Siddareddy, technical director of Spirit Digital Media, confirms LightSpace’s position within the industry; “After a few hits and misses during the development of our workflow, we came across LightSpace CMS, which has since helped us tremendously with the quality of our output, making it an integral part of what we do at Suresh Productions.”

Light Illusion continues to develop its range of colour management tools and services to compliment LightSpace CMS, including MatchLight IMS, LightDensity XYX, Alexicc, and SpaceMan ICC, all based on a combination of Light Illusion's own real world experience, combined with industry and specifically customer, feedback.

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. Both Steve Shaw and Sundeep Reddy have numerous credits for feature film DI and grading work, as well as acting as digital film technologists helping to build global digital film operations.

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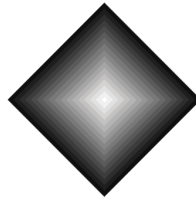
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### **About Prime Focus**

Prime Focus is a global Visual Entertainment Services group that provides creative and technical services to the film, broadcast, commercials, internet, and media industries. The group offers a genuine end-to-end solution from pre-production to final delivery - including stereo 3D visual effects, stereo 3D conversion, and video and audio post-production, digital intermediate, equipment hire, multi-platform content operations solutions and digital distribution.

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### **About Image Devices**

With over 10 years of experience in Visual effects and animation, Image Devices is a boutique post production facility in Mumbai, who cater mainly to the Film and Television industry. Image Devices specializes in Vfx, Animation and DI for feature films, television commercials, promotions and audiovisuals.

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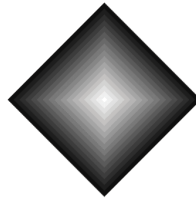
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### **About Suresh Productions**

Suresh Productions is one of India's largest integrated production powerhouses based in Hyderabad, India consisting of producers, distributors, exhibitors, actors, digital post facilities and much more. The company has established a complete film production studio to provide brand new, state-of-the-art film production technologies for filmmakers worldwide. Services range from film shooting equipment, editing



studios, recording theatres, colour labs, preview & amp; dubbing theatres, film distribution and exhibition.

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**Additional product Information**

*MatchLight IMS is an Image Matching System that enables LUTs to be automatically generated by directly comparing two or more images, matching the before image to the after. MatchLight IMS is gaining major importance in on-line, off-line and on-set workflow enabling customers the ability to match previous grades, or take grades and apply them as 'Looks' on-set or during off-line editing.*

*LightDensity XYZ, and the associated hardware systems and services provided for film density profiling, enables accurate display matching to final film deliverables for the DI processes. For facilities without density measuring capability a film profiling service is offered by Light Illusion, and for film labs looking to offer their own profiling service all the necessary hardware and software can be supplied by Light Illusion.*

*Alexicc is a software solution that enables offline systems, such as Avid Media Composer and Final Cut Pro, to work with rushes from Alexa, RED or any other log inputs by enabling LUTs to be burnt in to the footage using graphics industry standard ICC profiles. This workflow is ideal for dailies and off-line workflows.*

*SpaceMan ICC converts media industry standard LUTs into graphics standard ICC profiles, enabling graphics programs such as Adobe® Photoshop® to show images matched to those being used within the DI grading process.*