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Press News from Light Illusion – for immediate release

Light Illusion and New Zealand’s Imagezone provide total Color Management workflow

London, 08th June 2011, UK specialist digital film consultancy and colour management systems developer, Light Illusion, has provided a range of image management tools to New Zealand based Imagezone for on-set colour management and look control.

Light Illusion has provided Imagezone with a full range of colour management tools, from display calibration and 3D LUT management via **LightSpace CMS**, to image look control for dailies and editorial through the use of **Alexicc** and **SpaceMan ICC**, as well as look cloning and conversion with **MatchLight IMS**.

For Dean Thomas, MD Imagezone, the selection of Light Illusion’s systems was the perfect solution to the market’s growing use of digital cinematography cameras.

“We have been aware of the advanced colour management tools developed by Light Illusion for some time, and the growth in digital image capture has brought with it a need for better colour management throughout a project’s entire workflow, starting on-set. With the colour management systems from Light Illusion we are able to provide the best possible image look control” says Dean of Imagezone’s adoption of Light Illusion’s colour management systems.

Imagezone is New Zealand’s premier digital imaging & video assist service, providing support for on-set image and data management through the use of state of the art technology, combined with a high-level understanding of the needs of digital image capture, from on-set through to final post-production.

While **LightSpace CMS** has been adopted globally for accurate calibration of high-end Digital Intermediate and post-production environments, including digital projection and monitors, Dean views



colour management as being just as critical during image capture if the best possible end result is to be gained.

“Colour management is not just about setting up a DI environment” adds Dean. “DoPs are now looking for on-set, dailies and editorial colour to be managed just as critically, and the tools provided by Light Illusion really do provide exactly the control needed.”

For Light Illusion, the needs demonstrated by Imagezone for better look management resulted in the development of a new system for image matching – **MatchLight IMS** – a tool that can quickly and simply match the look between two or more images, generating a 3D LUT for use elsewhere within the project’s workflow.

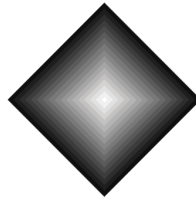
“Discussions with Imagezone regarding their need to provide look continuity back from the DI room to on-set viewing showed a requirement to ‘clone’ looks from pre-graded material where no other compatible colour data was available.” Says Steve Shaw, CEO of Light Illusion. “These discussions resulted in the development of **MatchLight IMS**, a system that can accurately extract colour set-up information from a before and after image pair, and generate a 3D LUT to enable perfect colour matching on-set, or elsewhere.”

Light Illusion uses the needs of the market to define the tools it develops, often from its own experience, or through working with leading industry operations, as with Imagezone’s look matching requirements.

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About Light Illusion

Light Illusion is the industry’s leading consultancy and systems developer for digital cinematography and digital intermediate workflows, with support provided globally to production and post-production operations, as well as to 3rd party equipment manufacturers. Light Illusion has numerous credits for feature film DI and grading work, as well as for providing digital film technology and supervision in building operational production and post workflows. Light Illusion’s range of colour management tools have quickly become the industry’s standard for accurate colour control.



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About Imagezone

As a leader in digital imaging and video assist services for film and television production, Imagezone has led the charge in full high definition video assist in New Zealand. Specialising in high definition workflow solutions, Imagezone bridges the gap between on-set production and post production, creating tangible efficiencies. With over 15 years of experience in the film industry, Imagezone, under the direction of Dean Thomas, has provided cutting edge services to over one thousand television commercials, and twenty-five television series and feature films. The company is a New Zealand based service operation with branches in Auckland and Queenstown, and now with two new branches in Gold Coast and Sydney, Australia.

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