

## FOR IMMEDIATE RELEASE

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### **Cine-tal announces cineSpace version 2.8**

*Colour management software suite for Acquisition, DI, Post-Production, Video Game Development and Exhibition offers new tools, new technology and increased support for 3<sup>rd</sup> party hardware and software.*

INDIANAPOLIS, February 26, 2010 - Cine-tal Systems, a developer of image monitoring and colour management solutions, announces a new release of the film and television industry's most widely adopted and flexible colour management solution, cineSpace v2.8. The cineSpace suite of colour management tools has evolved once again. The cineSpace v2.8 release brings major enhancements to the user experience and delivers even more options for managing colour workflow and colour consistency in the world of digital intermediates, visual effects, broadcast, animation and games.

“This is the first major release for the cineSpace product suite since we acquired the software technology from Rising Sun Research (RSR) 17 months ago” said Robert Carroll CEO for Cine-tal. “cineSpace v2.8 combines the industry leading color management technology from RSR with Cine-tal's research and development in display technology, color gamut management and spectral light analysis. Current cineSpace users will experience the familiar and popular user interface with added control of gamut mapping methods, colourspace conversion and hardware compatibility.” Carroll added. “As part of the version 2.8 release we are premiering a new member to the software suite, a plug-in for Adobe Photoshop. The cinePhotoshop plug-in provides Photoshop users with the same powerful cineSpace color management tools that are compatible with many widely utilized VFX software applications.”

cineCube Visual is one component of the cineSpace product suite. cineCube Visual is a powerful GUI-based application for generating colour transforms. Colour transforms can be previewed applied to an image and then saved in a variety of 1D or 3D LUT (cube) formats ready for use in a huge range of industry applications and hardware, making it easy to achieve a calibrated pipeline independent of which tools are used. cineCube Visual provides powerful

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visualisation tools that allow analysis colour gamuts, helping identify issues with viewing devices, film outs and more. With cineCube Visual different monitors and display devices can be compared and provide analysis of how they will handle DI data or content destined for film-out. cineCube visual can also provide analysis of a specific film out path compared with "typical" examples and track down out-of-gamut issues. cineCube visual is more than just a basic "LUT builder", it is invaluable for learning and teaching others about colour management concepts. cineCube Visual supports the Academy/ASC LUT file format in addition to a long list of previously supported formats. Version 2.8 features gamut mapping control, colourspace conversion. Linux 64 bit support and direct export of LUTs to hardware with compatible 1D and 3D LUT processing.

### **New in cineCube Visual V2.8**

- Linux 32/64 bit support
- Direct LUT export to Cine-tal products including DAVIO and Cinemage
- Selectable output colourspace conversion
  - ✓ XYZ,
  - ✓ XvYcc
  - ✓ RGB
  - ✓ YCxCz
- Multiple out-of-gamut mapping methods
  - ✓ LAB constant hue
  - ✓ IPT constant hue
  - ✓ CCLIP
  - ✓ SCLIP

### **Wide Support for Display Measurement Hardware and Plasma Monitors.**

Accurate colour matching requires precise profiling of reference display devices and the full colour pipeline. cineProfiler measures and builds display reference data to manage the colour pipeline. New to cineProfiler v2.8 are several optimized methods used to profile display devices across all types of display technology and light sources including CRT, LCD, Plasma, DLP, and LED. cineProfiler will create accurate display reference profiles for all display technology in a facility or studio. These display reference profiles are used within the cineSpace suite to deliver accurate colour matching and colour pipeline management.

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cineProfiler v2.8 supports the most extensive list of display measuring tools including many spectrophotometers. cineProfiler v2.8 features enhanced integration with Cine-tal hardware, enabling cineProfiler to connect directly to Cine-tal's DAVIO display processor and Cinemage monitor for profiling color patch generation.

### **New in cineProfiler V2.8**

- Panasonic Plasma Profiling
- Wider support of colorimeters and spectrophotometers.
  - ✓ XRite Eye One Display2
  - ✓ XRite Hubble
  - ✓ XRite Eye One Pro
  - ✓ HP Dreamcolor Colorimeter
  - ✓ LaCie Blue eye 2
  - ✓ Sencore OTC-1000
  - ✓ Klein K-10
  - ✓ Klein K-1
  - ✓ Klein K-8
  - ✓ Photo Research PR-655
  - ✓ Photo Research PR-670
  - ✓ Photo Research PR-680
  - ✓ Photo Research PR-701
  - ✓ Photo Research PR-705
  - ✓ Photo Research PR-715
  - ✓ Progressive Labs MicroSpec
  - ✓ Flanders Scientific SR-1
  - ✓ Minolta CS-1000
  - ✓ Minolta CS-200
  - ✓ Minolta CS-100a

### **New and Updated Plug-ins for Adobe Photoshop and Nuke 6.0 and NukeX**

New to the cineSpace suite of tools is the cinePhotoshop plug-in. This plug-in provides the cineSpace 3D colour management engine directly incorporated into the Adobe Photoshop application. The cineSpace v2.8 provides plug-in support for the Foundry's Nuke 6.0 and NukeX. With all cineSpace plug-ins users can take advantage of full 3D colour transforms to ensure a perfect match to their output result, whether the final output is film, HD, DCI, Event Venue, Mobile displays etc. cineSpace colour management allows viewing the final result as it will really appear. Parameters can be adjusted "on-the-fly" with immediate visual feedback, with options for working in linear or logarithmic colour spaces and gamut treatment mode for

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identifying out-of-gamut colours. Users can “burn-in” the film look for sending to HD output or delivering off-site client previews. The Inverse Transform option to cinePhotoshop allows the creation of transforms to accurately convert graded video material into log space, ready for printing to film. Combined with the Custom Film Profiling service provided by the company, cineSpace users can ensure that film outs through different labs all look the same.

### **Inverse Transform option for cineCube Visual, and cinePlugins**

cineSpace now offers an Inverse Transform option designed to modify the underlying image data so that it becomes suitable for output to a different medium. Users now have control over exactly how their creative vision will look when sending video-graded material to film, instead of relying on unpredictable results from film recorders or costly specialist lab services.

The Inverse Transform option activates this functionality in multiple cineSpace components, including cineCube Visual and the cinePlugins, providing alternatives for applying the colour transforms in the colour workflow pipeline. Some applications include:

#### **Video-to-film pipeline**

Material graded for HD (Rec 709) or DCI delivery can be easily transferred to film without the need for a full re-grade. Build an Inverse Transform based on the exact film out path, render it into the material and then preview the results using a standard cineSpace viewing transform - then make any final tweaks before recording to film. Even pure CG animation, with its highly saturated primary colours, can be prepared for a film release by adjusting the transform parameters as needed, previewing the results along the way.

#### **Film-to-film transforms**

In many cases, the final film out path may not be known at the outset of a project, with film stocks, recorder or lab changing after colour critical work has commenced. When this happens, cineSpace can be used to generate an Inverse Transform that adjusts the graded material so that it looks the same when delivered through a different film out path. By generating a cineSpace Custom Film Profile for each possible combination of film stocks, recorder and lab, cineSpace users can choose one to use as the target profile during grading and then build an

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Inverse Transform to adjust the images for delivery based on a different target profile. cineSpace users can be confident that their creative choices are always faithfully reproducing the final print, even when unexpected changes occur.

### **New in Inverse Transform option V2.8**

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- Supports cineNuke plugin for Nuke & NukeX 6.0
- Supports cineCube Visual 2.8

To find out more about cineSpace v2.8 visit the Cine-tal website at [www.cine-tal.com](http://www.cine-tal.com), email [sales@cine-tal.com](mailto:sales@cine-tal.com) or phone +1 317 576 0091.

### **About Cine-tal**

Cine-tal Systems develops display, collaboration and image processing solutions for digital cinema and video production and post production. Cine-tal is a privately held company based in Indianapolis, Indiana. For more information, call +1 (317) 576-0091 or visit [www.cine-tal.com](http://www.cine-tal.com).

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