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Unlimited Filters

Creative Filter Designing: Individual Looks for Photos und Videos

Unlimited Filters is an efficient as well as multifunctional tool in imaging workflow. The innovative filter tool enables swift and creative image editing and supports photographers and videographers with the consistent development and implementation of their individual look. Easy handling and the option to add individually developed filters, including trendsetting LUT-files, into Photoshop, Final Cut, After Effects or Premiere provides photographers with nearly endless possibilities in their creative work with filters.

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With Unlimited Filters, distinct looks for photos and videos can be created as well as applied in only a few simple steps. Unlimited Filters not only serves as a creative filter tool, but also as a central archive for all favourite filters from other programmes and apps.

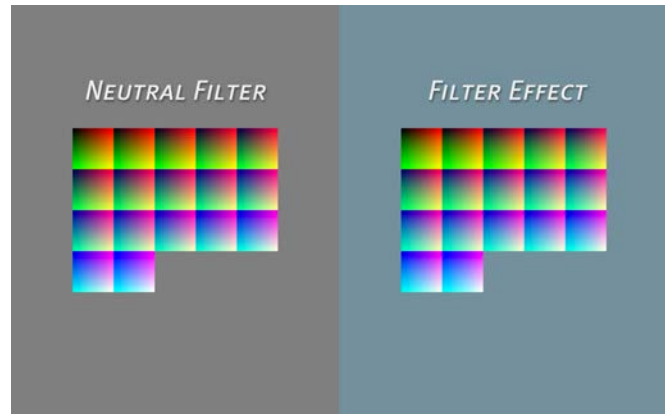
It's a well-known problem: Filter manufacturer A has a great retro filter, manufacturer B offers an excellent cross-processing effect and manufacturer C has a terrific assortment of classic analogue film simulations. This means the time-consuming process of opening all three programmes and separately uploading photos. The constant jumping back and forth between the programmes and edited versions also greatly slows down the photographer's or videographer's workflow.

Unlimited Filters enables the collection of all favourite filters from any programme, regardless of the specifications they were created with, into a one central place. With the help of a provided reference file in the programme, the colour, saturation, and luminosity of the edited filter data is analyzed and saved as a default filter. With one click, the default filter can be applied to any number of photos or videos.

Individual und Universal

Instead of using its own unique formatting, Unlimited Filters applies the imported filter settings on the basis of jpegs. Therefore, nearly every photo editing programme can be used to create filters. The provided reference file, a neutral filter, is provided by the software as a desktop or mobile version and measures as well as saves the changes of colour, saturation and luminosity. The desktop version consists of a 4.096 x 4.096 pixel colour grid representing all colour tones in all luminosity and

saturation scales. This allows for very precise measuring, but increases the error rate regarding vignetting, micro contrasting and unsharp masking. These filter settings, as well as other local changes, can't be measured or saved and lead to unwanted results. Therefore, Picture Instruments recommends only using the desktop version when



it's really necessary to have a precise measurement in which every colour value should be determined. The alternative is the mobile version, which has a considerably approximate colour grid and measures every 17'th colour value. This, along with its gray border that counteracts vignettes, makes the mobile filter less prone to interference.

Just like the desktop version, the mobile filter can be opened as a standard image file in a filter or photo editing programme. Then desired filter effects can be selected and individual changes made to the brightness, colour balance or saturation. Afterwards, the edited version of the reference file is saved with a changed name and can be imported in a second step to Unlimited Filters. This method also works with smartphone filter apps.

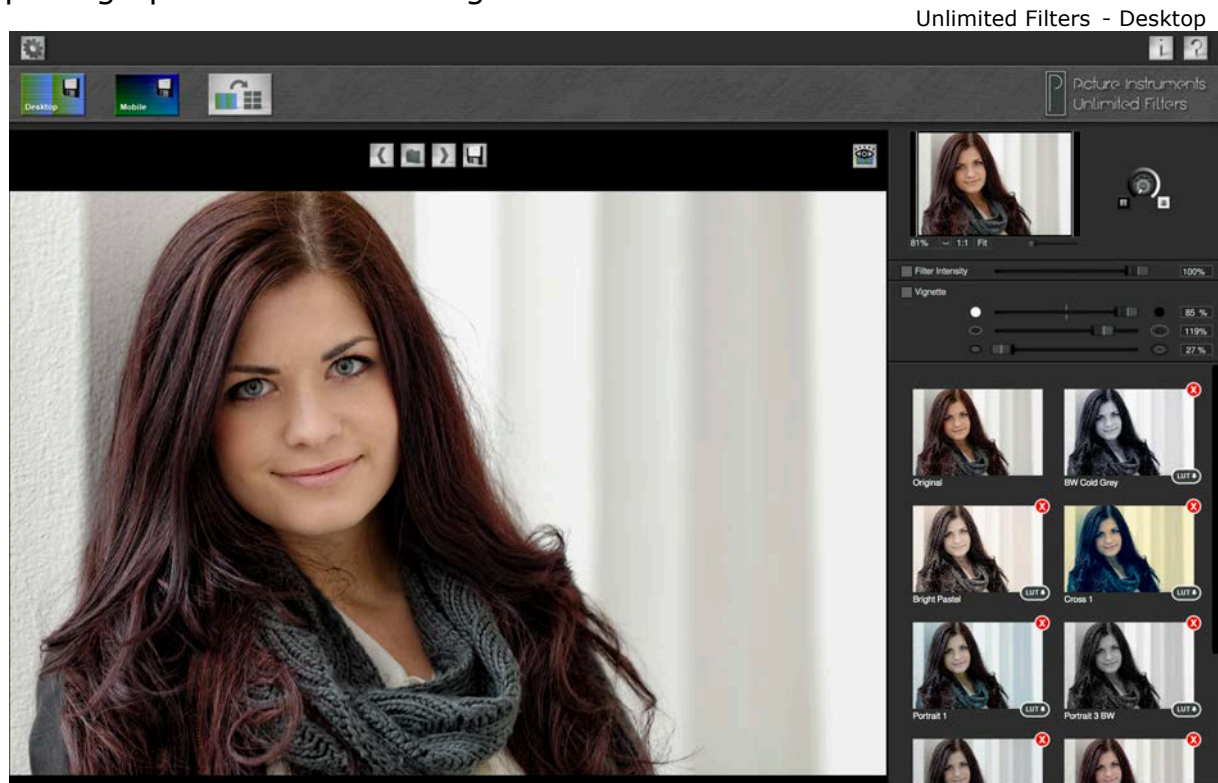
Importing und Organising

Imported filters are immediately displayed in a filter overview and can be applied to any image with only one click. It's also possible to adjust the filter intensity and give the photo an individual vignette. A before-and-after view makes it easy to see the changes made. The saving parameters can be selected in the settings from Unlimited Filters. Since quite a number of filters can accumulate after awhile, Unlimited Filters offers the option to organize them into folders. For example, black and white filters can be stored separately from retro or cross-development filters and this makes their usage more efficient. In addition, not every photo has to be separately loaded into the software. With the help of a folder symbol on the desktop, a file of images can be selected and its entire contents browsed through with the arrow keys – including a preview of all filter effects.

Collaboration with Photoshop, Final Cut, After Effects or Premiere.

The export function is an additional feature that simplifies the photographic workflow and exemplifies this software in comparison with other products. All filters can be exported as so-called LUTs (Lookup Table) in 3dl or cube format and, for example, used as an adjustment layer in Photoshop or in video editing programmes such as Final Cut, After Effects or Premiere. Therefore, photographers and videographers can consistently apply their look in all of their photos and videos. And the looks – even for videos – can be created with the already familiar tools in

Photoshop. Frequently used looks can also be saved as presets in Photoshop CC. Simply copy the .3dl or .cube files into Photoshop's 3DLUTs folder where they are then automatically available for use in the context menu of the colour lookup adjustment layer. This makes the usage of LUTs, already a uniform standard for videos, also interesting for photographers and their images.



Filter Sharing

In addition, filters can be shared with other users. The filter-sharing area on the Picture Instruments homepage serves as a central platform. Personal creations can be showcased there as well as other user's filters also downloaded.

Price und Availability

Unlimited Filters can be downloaded as Mac or PC versions at the introductory price of 89 US Dollars instead of 119 US Dollars from www.picture-instruments.com. A temporary test-version is also available.

Advantages Overview

- Creation of individual filters
- Development of unique looks for photos and videos
- Collection of existing favourite filters from other programmes and apps into one central location
- Efficient organisation and management of all filter variations
- Quick and simplified workflow
- Filter-Sharing-Area on the Picture Instruments Homepage.
- Exporting as 3D-LUTs for Photoshop, Final Cut, After Effects or Premiere