



**Reflecmedia**  
ChromaKey for all screen sizes

# Reflecmedia

## Changing the art of Chroma Key

Reflecmedia is a part of the Reflec plc Group of Companies and specialises in the development and sales of chroma key solutions for video, television and film production.

Our award-winning products have been adopted by the World's leading producers - the BBC, CNN, MTV, Sky TV and ITN are included in the growing list of producers using our revolutionary products in their content creation.

## Creative Production

The introduction of our patented technology has changed the way producers think about and execute chroma key production. Through a combined understanding of creative production and the science of reflectivity, we are delivering solutions that improve quality, reduce time and as a result save money.

In partnership with Distributors and Resellers in over 45 countries Worldwide, we are changing the art of chroma key across the globe!



# Chromatte

## Studio Drapes and Custom Solutions

Chromatte is a fabric designed specifically for use as a background for chroma key production.

Unlike conventional chroma key fabrics that are usually blue or green in colour, Chromatte is grey to the eye in ambient light. The fabric contains millions of tiny glass beads that act as reflectors, returning any light shone on them back to it's source.

When the directional light from Reflecmedia's lens-mounted LiteRing hits the Chromatte fabric, it is returned on the same path and back into the camera lens - as such the camera sees the otherwise grey fabric as a perfectly even blue or green background.

**Lighting:** Conventional fabrics require significant lighting to create an even colour background, whereas the only light required to light Chromatte comes from the LiteRing. This also means that any spill from unwanted light is eradicated and that chroma key can now be used in low-lit scenes and sets.

**Space:** By removing the need for additional lighting, Chromatte takes chroma key out of the studio and into any controlled lighting environment - an office, meeting room or garage can be a chroma key location in minutes.

**Time:** For even an experienced lighting engineer it can take hours to light a chroma key set. In many instances, the time involved and the difficulties of achieving high quality results have prohibited the use of chroma key in lower budget and time-sensitive productions.

Chromatte is supplied in a range of standard size or custom produced studio drapes, where the fabric is backed with a black light-proof drape and hemmed with eyelets across the top for easy hanging from studio tacking or rail.

### Standard Studio Drape Sizes:

|              |             |
|--------------|-------------|
| DeskShoot    | 2.5m x 2.5m |
| Small Studio | 4.0m x 3.0m |
| Wide Studio  | 5.0m x 3.0m |
| Studio       | 5.0m x 4.0m |

Sizes shown in Width x Height in Metres



# LiteRing

## The Chroma Key light source



Reflecmatica's Chromatte fabric is designed to work in conjunction with a LiteRing.

The LiteRing features Light Emitting Diodes (LEDs) arranged in a circular casing that is positioned in front of the camera lens. This provides all the light required to illuminate the Chromatte background for chroma key production.

The LiteRing connects to the camera with a specially designed adapter ring, similar to those used for matte box mounting, which is attached to the inner thread of the lens. The LiteRing is then placed on to the adapter and simply locked with a single screw. This enables users to quickly release the LiteRing in between shots, or change from a green to a blue ring based upon their chosen keying colour.

## Key in seconds

We have taken the blue or green colour away from the fabric and completely removed the need to separately light the background. The ability to change the background keying colour in seconds cannot be achieved any quicker - no need to hang a different drape or repaint the studio walls!

Tungsten, HMI and Fluorescent lights can be large in size, expensive to power and uncomfortable to work under. Typically you require thousands of watts to light absorbent chroma key fabrics, whereas the LiteRing output of around 10 watts provides all the light required by Chromatte.

### Small:

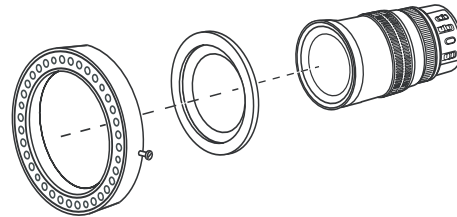
72mm with adapters for 62 | 58 | 52 | 37 | 30 lenses

### Medium:

112mm with adapters for 105 | 95 | 86 | 82 | 80 | 77 | 72 | 67 lenses

### Large:

147mm with an adapter to fit 127 lens



By relocating the colour and the light into one camera-mounted device, we have significantly reduced the set-up time and overcome many of the difficulties associated with conventional chroma key.

The LiteRing is available in both green and blue, and in three sizes to fit different size cameras. Each size of ring has a series of adapters to ensure maximum compatibility with camera lens sizes. Further custom adapters and fixing mechanisms are available.

# ChromaFlex

## Award-winning portable chroma key

With ChromaFlex it's now easier and more affordable to take chroma key production out of the studio and into any controlled lighting environment.

The results achieved using ChromaFlex are as good as those achieved in a dedicated studio, yet you can take your chroma key studio with you wherever you go!

ChromaFlex provides all the benefits of Reflecmedia's revolutionary Chromatte fabric in the most portable configuration.

The 2.1m square collapsible screen weighs just 5kg and packs away into a 90cm diameter bag. With no additional fittings required, ChromaFlex is opened and ready to use in seconds. The surface area of the screen allows sufficient space to shoot from close-up to a wide shot of good proportion.

# Mattenee

## Chromatte software plug-ins

Chromatte has been developed to work with any hardware or software keying devices and this platform independency remains one of its biggest benefits - allowing you to shoot against Chromatte and perform a key using your existing tools.

mattenee however takes the benefits of Chromatte one step further! Together with one of the UK's leading compositing software developers 'The Pixel Farm', Reflecmedia have launched a range of Chromatte software plug-ins for both non-linear edit and compositing applications.

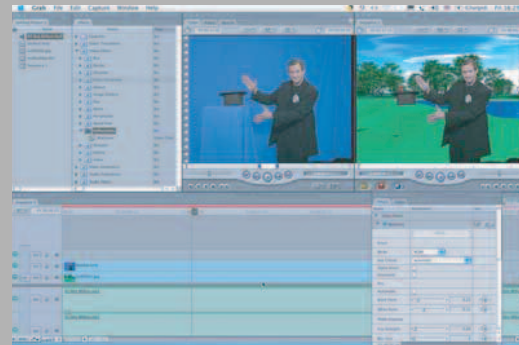
Unlike existing software-based keyers, most commonly supplied with the parent application, mattenee plug-ins are specifically written to work with Chromatte. The custom-written algorithm behind mattenee recognises the narrow width of colour returned by Chromatte and therefore simplifies the keying process.

The intelligent process automatically senses the LiteRing colour and generates an immediate key that is 90% towards the finished result - allowing you to alter the contrast of the matte, detect and clean any noise, plus adjust the automatic colour settings if you think it is required.

When you purchase ChromaFlex you choose a LiteRing Kit to suit your application - depending on camera size and your preferred keying colour. You can add additional LiteRings at any time to increase the products flexibility.

Whether you are an experienced professional or are shooting chroma key for the first time, you will benefit from the ease of ChromaFlex and the greater time it allows for creativity.

Leading industry associations and publishers have judged ChromaFlex a 'must have' accessory for all videographers, cameramen, production companies and news crews. America's National Association of Broadcasters (NAB) honoured the product with an 'Award for Innovation in Media' at their 2003 convention in Las Vegas.



### **mattenee V1.0 for :**

Final Cut Pro 4 (Pictured) Premiere Pro 1.0/1.5 Shake 3.1/3.5  
After Effects 5.5/6.0/6.5 Digital Fusion 4.0

Like Chromatte the mattenee product range focuses on ease, the most popular frustration when keying is not knowing where to start when it comes to perfecting the effect. mattenee's simple to use, yet highly effective controls allow accurate manipulation with minimal effort.



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