



Chromatte is the revolutionary chroma key solution from Reflecmmedia. Developed in conjunction with the BBC, the product uses 'retro-reflectivity' to produce perfectly even coloured backgrounds for chroma keying.

No more wasting time lighting, no need to hire an expensive studio and results that will amaze even the most experienced professional.

The patented fabric behaves like millions of 'cats eyes' that reflect the blue or green source light from the accompanying LiteRing straight back into the camera lens. Chromatte looks grey to the eye however the camera sees a solid background that can be keyed easily - either live or in post-production.

## Chromatte™

Chromatte™ is a 'retro-reflective' fabric designed to serve as a background for use in chroma key production for film, television and video.

This light-weight, flexible fabric contains millions of glass beads that behave like 'cats eyes' - it is dark grey to the eye in ambient light, but when used with a camera mounted LED LiteRing the grey is seen by the camera as a brilliant but more importantly 'even' blue or green background for easy chroma keying.

### Advantages of Chromatte™

**Saves on space:** With only the camera mounted LiteRing required to light the background, you no longer need the space to accommodate heavy studio lighting. With Chromatte you can chroma key in smaller light controlled locations.

**Saves on lighting:** Traditional chroma key fabric absorbs light where Chromatte is reflective, efficiently using its light source to give a bright and even background. This saves approximately 1KW of light for every 2m of conventional background fabric or painted walls.

**Saves time:** Lighting for chroma key requires skilled lighting technicians and can take hours. Chromatte is easy to set up taking just minutes and freeing up time that can be spent lighting a scene or subject more carefully and creatively.

**Saves money:** Time saved, space saved, lighting saved, heat saved, fewer retakes means money saved.

**Accessible:** Chroma key production has historically been an expensive process available to larger productions with bigger budgets. Chromatte solutions offer high production value to anyone wanting to use chroma key special effects.

**Quality keying:** With efficient use of low level background lighting generated by the LiteRing there is not the usual 'blue spill' or 'fringing' associated with 'hot' studio sets. This provides excellent edge definition making it easier to key the foreground. The nature of the interaction between light and the glass beads means that seams, folds and creases are no problem.

**Creativity:** The camera is free to move as keying is possible at acute angles without needing to relight the background. Great results can be achieved in never before seen 'low light' situations allowing for greater creative control when shooting a scene.

**Environment:** The minimal lighting & low temperature of the LiteRing means working on set can be a 'cool' experience. Actors no longer need to suffer under hot studio lights, improving performances with less retakes making for a happier and safer set.

**Chromatte Curtains:** Chromatte is supplied in three standard size curtains. Ideal for use when filming in a dedicated production environment, they do not need to be fixed or flat but can be pulled back or in to place just like a conventional curtain. Chromatte Curtains are backed with black light-proof wool serge and hemmed with eyelets across the top for easy hanging from studio tracking or a curtain rail.



DeskShoot Package:	SmallStudio Package:	Studio Package:
2.5m (H) x 2.5m (W) (8' x 8')	3.0m (H) x 4.0m (W) (9'6" x 13')	4.0m (H) x 5.0m (W) (13' x 16'30")

\* Each package is supplied with one LiteRing (of your chosen colour and size), plus a LiteRing Controller. Sizes in brackets are in feet and are approximate conversions to the metre, bespoke sized curtains are available.



### LiteRing™

The LiteRing™ is a circular arrangement of bright blue or green light emitting diodes (LEDs) mounted around the camera lens.

The LiteRing provides all the necessary source light required to illuminate the Chromatte fabric for keying. Manufactured in two sizes, it is compatible with most digital video and professional camera lenses.

The AC powered LiteRing Controller (LRC) allows you to adjust the intensity of light required for optimum keying results.

#### Advantages of LiteRing

The LiteRing works in conjunction with our reflective Chromatte fabric. Together they efficiently use the LiteRing's narrow wavelength of light to generate a brilliant but low level and even coloured background, producing excellent chroma key results.

They achieve this due to the physical characteristics of the light, its direction and position, in relation to each other in a process called 'retro-reflectivity'.

**Configuration:** The LiteRing is a mains powered and adjustable light source, made up of blue or green LEDs, arranged around and close to the centre of the camera lens (known as the 'centre axis').

**Location:** The LiteRing is fixed to the camera and is positioned fractionally behind the front of the lens. Lightweight and detachable in seconds, if you want to change from a blue to a green key you simply unscrew and replace with a different coloured LiteRing.

**Angularity:** The LEDs are specifically angled to beam the coloured light at the facing concave shaped glass beads on the reflective Chromatte background. The light is then reflected back along the same axis (angle) towards & into the camera lens.

**Manoeuvrability:** Traditional chroma key often requires that you relight the background for each camera set up. With the LiteRing attached to the camera you can move from 90 degrees head on, to approximately 10 degrees from horizontal only requiring a slight adjustment on the LiteRing Controller to effect a key.

**Distances:** Ideal shooting distances depend on a number of variables including levels of ambient light, choice of keying applications, camera quality and filming formats.

As a rule the subject should be further than 2-3m (8') from the camera to avoid a blue or green cast of light. Maximum distance rises up to approximately 20m (60').

#### LiteRing specifications:

##### Power source

Output 12 volts via an AC adapter for UK, Europe & US.

##### Camera lens dimensions

Small : 44.5mm-74.9mm  
Large: 60.3mm-115.8mm

##### Light Intensity

Blue LiteRing : 47 candela  
Green LiteRing: 158 candela

#### LiteRing Controller (LRC)

The intensity of the light emitted from the LiteRing can be adjusted with the LiteRing Controller. As a rule the LiteRing should be set to medium output and adjusted as required based upon distance and keying device, to achieve optimum results.



### ChromaFlex™

ChromaFlex™ takes chroma key production out of the studio and into any controlled lighting environment - enabling never before seen results with the minimum set up!

Manufactured using proven collapsible frame technology ChromaFlex is a portable Chromatte screen that can be carried under your arm. Ideal for cameramen, video-graphers, production companies & news crews.

ChromaFlex™ is what it says - a truly flexible chroma key solution that allows you to shoot and key almost anywhere! The results achieved using ChromaFlex are as good as those achieved in a dedicated studio environment -

yet in contrast you can take your chroma key studio with you wherever you go, as everything you need comes in one small bag!

Using Reflecmidia's revolutionary Chromatte fabric the ChromaFlex screen offers the same high quality results in the most portable configuration.

The collapsible pop-up frame springs open when removed from its bag to create an instantly usable 2.1m x 2.1m screen. The surface area allows sufficient space to shoot from close-up through to a wide shot of good proportion.