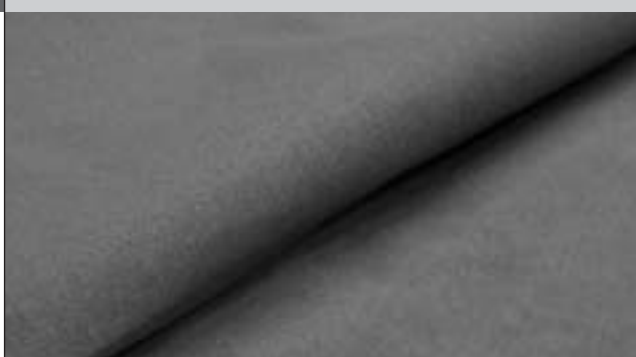
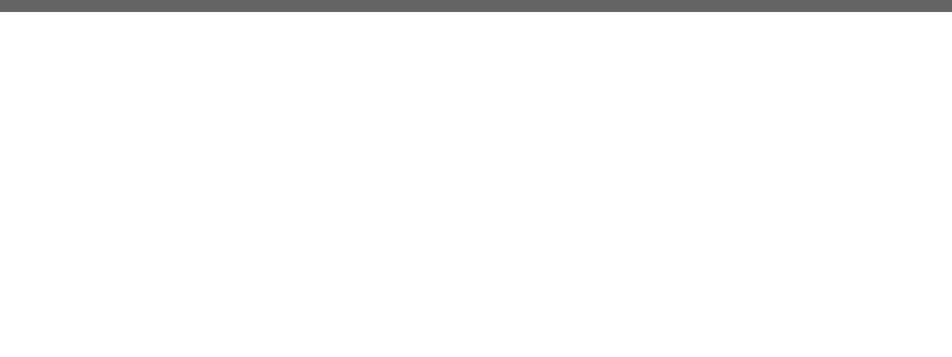


# Chromatte™



**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.

# Chromatte™



Chroma key is no longer a process but a product called Chromatte!

## 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 now 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 and 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:**  
2.5m (H) x 2.5m (W) (8' x 8')

**SmallStudio Package:**  
3.0m (H) x 4.0m (W) (9'6" x 13')

**Studio Package:**  
4.0m (H) x 5.0m (W) (13' x 16'3")

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.

For more details visit:

[www.reflecmedia.com/chromatte](http://www.reflecmedia.com/chromatte)