



**Reflecmedia** is based in Manchester, UK and is a part of the Reflec plc Group of Companies.

Reflec Plc is comprised of a multi-faceted group of companies whose business is based on micro-material technology using patented techniques.

One such patent uses microscopic sataLITE™ DISHES, which is one of the technologies used by Reflecmedia in the manufacture of its core product Chromatte™.

The Group operates from worldwide locations including Reflec (Europe) Ltd - Manchester Head Office, Reflec (Asia) Ltd - Hong Kong and Reflec (USA) Corporation - Boston, USA; selling Reflec products either directly or through licensing arrangements.

# Reflecmedia



## Revolutionising the chroma key process!

Reflecmedia was established as a specialist division of Reflec plc to deliver its patented technology to the media industry.

Using the scientific process of 'retro-reflectivity' the company is pioneering the art of chroma key with a range of products that will bring economy of time and money, with increased creativity, to anyone filming content for film, television and video.

**The technology:** Since it was first used in films in the 1950's chroma key is a production process that has remained largely unchanged.

Since introducing the concept of 'retro-reflectivity' Reflecmedia has begun to define what was a process with a specific product solution in Chromatte.

Our scientists and experienced production team are combining their disciplines to create a more precise science out of chroma key. Previously it has been a process based on opinion and expertise through experience.

**The philosophy:** As we continue to explore the possibilities and applications of

'retro-reflectivity' Reflecmedia encourages partner participation with strategic names in the media and broadcast industries.

It is also important to our future progress that our customers can communicate, through our global Reseller network, their experiences using our technology.

It has been the case that different customers using Chromatte for different purposes have discovered new possibilities in its application.

Sharing their results in our Showcase section on the web site is an important step as we look to build a global community 'user forum' where chroma key users can explore the exciting possibilities of this new technology.

**The focus:** Reflecmedia is committed to sourcing experts in their fields to be part of a development team whose purpose it is to find new and innovative ways to improve upon and add to our product range and services.

It is our aim to make what has been a luxury to bigger productions affordable and accessible to many.

**The future:** Developments are already well under way that will bring about further changes to how we think about and execute chroma key in production.

Using the scientific principles of light, angles and surface properties we are taking chroma key to a level where accurate, automatic and instantaneous keying will be as common place as 'F-stops' and 'light meters'.

Reflectivity levels are being perfected all the time - with increased reflectivity we can reduce the amount of light required over the same distance and improve minimum and maximum filming distances adding to creative possibilities all the time.

As Reflecmedia continues to quantify for a mass market, a process that has been trial and error, its ambition is to be remembered in history as having contributed one of the most fundamental changes to the art of film making in the way colour, sound and digital editing have done already.