

Press Release May 22nd, 2024

Confidential until May 28th, 2024, 8:00 pm

## This plugin offers faster and better color grading than LUTs

**A completely new approach to color grading in Adobe Premiere, After Effects, Photoshop and Final Cut Pro X**

Today Picture Instruments is pleased to announce the launch of its new "Theme Wheel" plugin. This innovative tool promises to make professional color grading for creative professionals in video production and photography easier and more efficient than ever before.



### **Color grading - easier and better than LUTs**

Theme Wheel offers an extensive range of looks and styles that can be applied via an intuitive control wheel. This allows both beginners and experienced colorists to find the look they want for their projects in a very targeted way. "I think the Theme Wheel plugin will revolutionize color grading," says Robin Ochs, founder and CEO of Picture Instruments. "Our goal was to develop a tool that takes the complexity out of color grading while delivering professional results. With Theme Wheel, users can easily find the look they want without spending hours searching for the perfect LUT."

### **The tool for anyone who values a professional look**

The Theme Wheel plugin is suitable for both hobby filmmakers and professionals and is aimed at a wide range of users, including filmmakers, freelancers, video producers, youtubers, vloggers, colorists, photographers and Photoshop artists. "In addition to the Inspire Wheel, which is integrated into the Theme Wheel as standard, other themes are already available on the product page, covering a wide range of popular looks," adds Robin Ochs. "We are proud that we have found a way in which playful operation and professional results are not mutually exclusive."

## **Prices and availability**

The Theme Wheel Plugin (Windows & Mac) for Premiere, After Effects, Photoshop and Final Cut Pro X is available from \$39 (+ VAT if applicable). Additional Themes can be purchased individually or as a package. The plugin and other Themes are available from the Picture Instruments online store: [www.pic-in.de/themewheel](http://www.pic-in.de/themewheel). (from May 28th)

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## **Weiterführende Links (from May 28th)**

[Product Website](#) | [Tutorials](#) | [Logos / Box-Shots / Screenshots](#)

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## **About Picture Instruments**

Since 2009, Picture Instruments has been developing plugins and standalone software that accelerate image and video editing workflows. The release of the world's first software for automated background removal using luminance masks put PI on the map. Since then, ongoing Adobe Development partnerships have motivated the Germany based team to work tirelessly on well-structured, intuitive and visually appealing solutions.