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## Log to Rec.709 conversion in seconds - without destroying highlights and shadows

**(Log)- Neutralizer claims to be better than LUTs and faster than manual processing**

Today Picture Instruments releases the new (Log) Neutralizer plugin. This tool is a game changer for filmmakers who want to convert their log footage precisely and effortlessly into Rec.709 without losing important details in the shadows and highlights.

Compatible with Adobe Premiere, After Effects and Photoshop as well as Final Cut Pro X, (Log)-Neutralizer speeds up video editing and eliminates the need for time-consuming colour corrections. Even LUTs, which can cause your footage to clip, are no longer necessary.



### Perhaps the most professional way to neutralize log footage

The new plugin sets itself apart from traditional Log to Rec.709 conversion LUTs, which often tend to harshly clip shadows and highlights depending on the exposure. "The (Log) Neutralizer was designed to solve these problems by automatically analyzing the histogram of the footage and applying the optimal color corrections," explains Robin Ochs, CEO of Picture Instruments. "Our goal was to create a tool that puts filmmakers in control of how much detail is preserved in the light and dark areas, while minimizing manual effort." Robin Ochs adds: "Integration with popular video programs and Photoshop was particularly important to us. This allows us to ensure that (Log)-Neutralizer integrates seamlessly into existing workflows and makes work easier." In contrast to conventional input or camera LUTs, Log Neutralizer goes one step further. While LUTs are rigid and inflexible, the plugin automatically adapts the correction to the respective footage. This makes it easy to avoid mistakes made by beginners and enables everyone to achieve professional results. With additional controls for black and white point, brightness, color and saturation, the image can then be adjusted to your own taste.

## **Compatibility and integration**

Regardless of whether you are working in Adobe Premiere, After Effects, Photoshop or Final Cut Pro X, (Log)-Neutralizer integrates seamlessly into the existing workflow. The plugin can simply be dragged onto the clip as an effect in the respective host and the color correction is automatically calculated and applied as soon as the user interface is opened. Complex manual adjustment is therefore unnecessary.

## **Prices and availability**

The (Log)-Neutralizer plugin for Premiere, After Effects, Photoshop and Final Cut Pro X is available for \$67 (+VAT if applicable). The plugin is available via the Picture Instruments online store: [www.pic-in.de/logneutralizer](http://www.pic-in.de/logneutralizer)

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## **Additional Links**

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

## **Contact**

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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.