

Press release 1/14

Picture  
Instruments

# Automatically extract complex objects

**Extracting images of products and individuals is generally rather time-consuming and thus very costly. The hours a photographer spends in front of his PC cannot be used to make more money with more photo shoots. What if creating clipping masks could be integrated into the workflow of the shoot, making any post-processing unnecessary? To make this dream many professional photographers have come true, two things are needed: A Hensel Freemask studio lighting kit or a similar system and Picture Instruments Mask Integrator software.**

Mask Integrator enables you to extract even the most complex objects in a fraction of a second. And that is not only the case with static objects in product and still photography. Even the finest elements like the structure of hair in people and portrait photography are recognized. And Mask Integrator offers additional practical features that simplify the daily work with clipping masks: the automatic recognition and loading of new pictures – if the camera is directly connected to the computer – or an automated removal of shading elements at the edge of pictures. This is particularly helpful when taking a large number of product pictures.

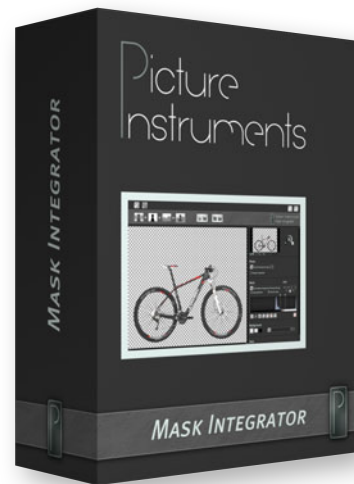
The software offers a preview of the extracted object in front of a white, black, transparent or customized background directly while taking the pictures. The customized background is particularly remarkable as it enables you to use any background. The perspective and lighting of the foreground and background can be adjusted while shooting. This enables the photographer to set up a fashion shoot in the studio and directly place the model onto a background that depicts a typical Parisian street. He can scale and position the extracted objects in front of the selected backgrounds as well as move, scale and adjust the mask during the entire working process. The option to browse through the extracted images and backgrounds is also extremely helpful; helping find matching pairs quickly. Another highlight is the possibility to save an extracted image or even an entire folder of extracted images with one click.

The mask created automatically by the extracting tool can also be customized individually. The innovative software features a function to optimize white and black points as well as a very user-friendly brush tool to correct the mask. If the photographer is dissatisfied with the automatic recognition of white and black

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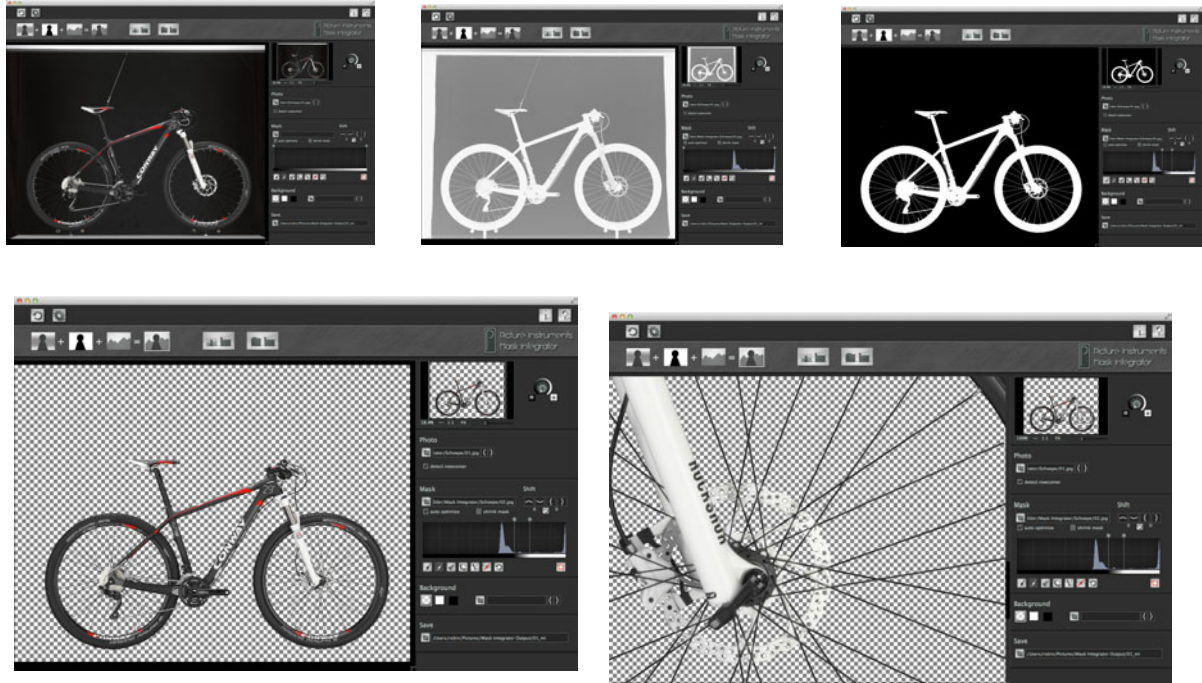
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points, the Edge Mode can help with fine-tuning, as it highlights the entire range of semitransparent pixels that would otherwise be nearly invisible to the eye.

In short, Mask Integrator saves professional product and people photographers a lot of time and money in their daily work routine. The workflow will become more efficient and there will be more time to be creative.



Caption: Mask Integrators automated extraction tools

### Hensel Freemask System

Mask Integrator works best in conjunction with flash systems that utilize two flash groups to shoot the mask by automatically switching between back and front lighting. This could certainly be done manually as well but only with

motionless objects. If you want to take pictures of motionless as well as moving objects and mask and extract them without any limitations you will find the right tool in Hensels Freemask system. In the regular Freemask technique the speed of the multi-shot mode of the camera usually dictates the pace and doesn't allow models to move very much. With the Freemask 1000 method even blowing hair can be captured and automatically extracted. Hensels Freemask-System and Picture Instruments Mask Integrator software work so well together that Hensel had taken over the



distribution of the software which is available at 399 Euros and runs both on Windows as well as Mac OS-Systems supporting both 32 and 64 bit.

More information, along with a video tutorial and a 14-day-test-version of the software, can be found on the manufacturers webpage at [www.picture-instruments.com](http://www.picture-instruments.com).



### **Mask Integrator - Overview**

- Automatically extract complex images.
- Preview your extracted images while shooting – in front of a white, black, transparent or customized background.
- Scale and position the extracted image in front of the background image.
- Placement, scaling and manual adjustments of the mask remain unchanged throughout the entire session.
- Browse through the extracted images and the background images.
- Automatically recognize and load new images when camera and computer are connected.
- Optimize the mask with white and black point.
- Brush tool to correct and adjust the mask.
- Special edge mode to display potential problem areas while optimizing the mask.
- Automatically remove any shading elements at the edges of the image
- Fine adjustment between the image and the mask (especially with Freemask and Freemask 1000).
- Save an extracted image or a folder of extracted images with one click
- Compatible with Windows and Mac in 32 and 64 bit
- 399 Euro (plus VAT, where applicable)

### **About Picture Instruments**

Mask Integrator is the first product from Picture Instruments, a software company in Leverkusen, Germany. The company was founded by Robin Ochs, former CEO of Brainworx. Inspired by the daily work with images, Picture Instruments is pioneering new ways that are reflected in practice-oriented concepts and algorithms for their software solutions. Following Mask Integrator, Picture Instruments will soon be releasing their second software tool Unlimited Filters.



### **Contact**

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