

Press Release 3/15

Picture  
Instruments

# Look Converter

## **Look Converter breaks the barriers of working with 3D LUTs**

*Look Converter by Picture Instruments opens completely new dimensions for working with looks. Working with 3D LUTs (Lookup Tables) becomes increasingly more popular. If you have already adjusted your workflow, Look Converter now offers you all possibilities for creating and copying Looks from all image-processing programs. For all of those who have not yet worked with 3D Lookup Tables: 3D Lookup Tables are tables that assign any existing color value in a particular image to another color value. The resulting value can differ completely in brightness, saturation and color value from the original. As a result, all looks like sepia, retro or black and white effects can be saved in a very small file (in the form of a table).*

Common formats to save 3D LUTs are "3dl" and "cube". Look Converter supports both. In both formats the Lookup Tables will be saved as numbers in a table where an original color value is assigned to a destination color value.

### **What does Look Converter do differently?**

As a filter, Look Converter uses a JPG image instead of a table containing number values. The neutral JPG-filter displays all possible colors in the form of color fields of all colors that can occur in an image. For practical reasons only every 17<sup>th</sup> color value of the RGB color model is used. This is typical for all common 3D LUT formats. On the one hand this reduces the size of the resulting file and on the other hand it removes artifacts. Coarsening of the table will not result in any loss of quality. You can read more on this topic in the software manual.

### **What can a JPG-filter do better than a table containing numbers?**

You can load the neutral JPG-filter with virtually any image processing software, even with smartphone apps. All effects that have been applied to a regular picture can then also be applied to this JPG-filter. This includes preset filters that you simply wish to copy as well as individual adjustments in color, tone and saturation that you wish to apply to specific color ranges.

Look Converter can then simply convert the adjusted JPG-filter into the established .3dl or .cube formats.

Picture Instruments - PI UG  
(haftungsbeschränkt)  
Wiesenstr. 51  
51371 Leverkusen

Telefon: 02173 - 29 789 30

press@picture-instruments.com  
www.picture-instruments.com



### **Why 3D LUTs as .3dl and .cube files?**

In Photoshop (version CS6 and higher) you can load these files as an adjustment layer. Even video editing software like After Effects, Premiere Pro and many more can process 3D LUTs in real-time. This allows you to create any look in any software (even on smartphones) and professionally apply this look to any image and video.

In the past it was only possible to create 3D LUTs with specialized software like Adobe Speedgrade. With Picture Instruments JPG-filter LUT and the ability to convert into the common formats .3dl and .cube through Look Converter, all of the former limits to working with looks via lookup tables have been lifted. Now, 3D LUTs can be created with any software that can change the color values of images.

### **Filter sharing**

In addition to creating and copying your own looks with Look Converter, the manufacturer has also created a filter sharing area on his website when you can download many filters in the JPG-format and present and share your own creations.

<http://www.picture-instruments.com/products/index.php?id=1>

### **Unlimited Filters**

If you are interested in the topic of lookup tables and want to organize your 3D LUTs in your application for a better overview you should look into the software Unlimited Filters by Picture Instruments as well. The basic version lets you create, copy, collect and apply filters. The pro version also lets you export these filters into .3dl and .cube formats for further use in applications like Photoshop, Premiere, After Effects, Final Cut Pro X (via a plugin) and many more.

### **Prices and availability**

Look Converter is available for PC and Mac for \$25 USD plus VAT if applicable on the manufacturers website:

<http://www.picture-instruments.com/products/index.php?id=4>.

A free 14-day demo version is available (may be activated with an activation code after purchase) in the download section of the Picture Instruments website:

<http://www.picture-instruments.com/support/downloads.php>

### **The advantages in short**

- Create filters in almost any picture processing software
- Use the same filters for photos and videos
- Real-time filters for videos
- Copy filters even from smartphone apps
- Many free filters available in the manufacturers filter sharing area