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Picture Instruments New, Versatile Color Matching System

Picture Instruments releases **MASTER MATCH**, a new and unique approach for color matching stills, video footage and 3d content. Master Match synchronizes any camera to any other camera. From drone footage, to iPhone recordings to professional film, every type of output can be re-created. Master Match works seamlessly with color reference cards like Datacolor Spyder Checkr, X-Rite/Calibrite Colorchecker, DSC Labs, DGK Color Tools and all others. As another first, users can easily steal looks from before and after images or extract a look from a screenshot.



3 modes for versatile use of the software

Color Chart Mode

- Match any camera, from iPhone footage to professional film.
- Multilevel grayscale white balance to neutralize temperature and tint.
- Built-in library with popular camera looks like Arri Alexa and Red Dragon
- Calibrate your camera for true-to-life color reproduction in product photography.
- Match colors with any color reference card

Free Point Mode

- Color Matching without any reference card
- Reproduction of popular looks

Pixel Difference Mode

- Extract looks from before and after images.

All color corrections can be easily applied in various photo and video applications using created LUTs or ICC profiles.

New possibilities in color editing

"Our beta testers were surprised by the accuracy of our matching algorithm," reveals Robin Ochs, founder of Picture Instruments. "Extracting the look of an image without using a reference card was never an option before. This is a function photographers have wanted in color grading software for a long time," he adds, explaining further, "all you have to do is select a few color pairs in the two images (original and target) and the Master Match algorithm goes to work. It extrapolates all the other color values using 3D interpolation. This novel approach is something that we have pioneered."

In addition to quickly matching cameras, this technique allows users to "steal" the look from any screenshot or image. "This function for copying and modifying looks should be really popular," explains the CEO, asserting that, "you can go from inspiration to application as fast as possible. Your daily scroll is the starting place and your favorite editing software is the destination. Yes, before and after comparisons are ideal but in Free Point mode you can also generate the look from a single image."

Integrated library of popular camera models and color reference cards

To apply the popular looks of cameras such as the Arri Alexa or the Red Dragon directly to your own footage, Master Match includes an extensive library of popular camera models in combination with widely used color reference cards.

Export 3D LUTs and ICC profiles

The exported adjustments work in Adobe Premiere, After Effects, FCPX, DaVinci Resolve, Photoshop, Lightroom, Capture One, and any other tools that support 3D LUTs or ICC profiles. Thus, the color correction can be flexibly reused.

Integration

Master Match is a standalone software. By exporting various LUT formats and ICC profiles, the color processing can be applied in most photo and video applications.

Trial | Download

Master Match can be downloaded from the product page via the Try | Download button: www.pic-in.de/mastermatch. To use the software you need an account at my.picture-

instruments.com. The trial version of Master Match runs indefinitely. To export LUTs and ICC profiles or to visualize LUTs you need a license.

To receive a free press license please create an account at my.picture-instruments.com send an email to: press@picture-instruments.com

Prices and availability

Master Match is available at \$289 plus VAT if applicable and can be purchased in the manufactures online shop: www.pic-in.de/mastermatch

Additional Links

[Product Website](#) | [Master Match Tutorials](#) | [Introduction Tutorial auf Youtube](#) |
[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.