

Using Reflecmidia products within Still Photography applications:

General Guidelines

While there are obvious differences between Still and Motion Video Photography, the two formats are similar enough that the use of chroma-key technology is becoming more and more popular for still applications.

Why tote around numerous “canned” backdrops that can limit your creativity and the range of results you can offer to your client when you can carry one backdrop and insert a multitude backgrounds back at your studio.

Reflecmidia’s Chromatte and Chromaflex can now offer the professional still photographer greater ease in capturing your subjects with a completely uniform background, allowing the process of separating the subject, be it person or product, as easy as a click of the mouse.

Unlike traditional chroma-key backgrounds, where thousands, if not tens of thousands, of watts of light is necessary to properly illuminate the backdrop, Chromatte is a retro-reflective material that receives its chrominance from an LED LiteRing placed on the front of the camera lens. What this means practically is that no additional background lighting is necessary, only the subject lighting you deem fit for your current client.

www.dreamphotos.biz

The website above showcases preliminary work by Steve Atterton in the use of Chromatte in Portrait Photography. Distinguishing himself among the average school photographer, Steve has received praise both from the schools and the parents involved for bringing new life to the normally stagnant school photo, all without increasing costs of the traditional package.

Steve reports that results seen on the website utilized the following setup:

- Cannon EOS 1Ds and Canon EOS 20D with either camera utilizing a Canon 70-200mm IS 2.8 EF auto focus or the 24-70mm 2.8 EF auto focus
- 2 Litepanels 500w (LED continuous/hot lighting system)
 - Key and Fill were placed at 45° from subject
 - Key light at 3’ from subject
 - Fill light at 4’ from subject
 - Key and Fill were raised to 5’10” and tilted down at 45°
- NO on-camera flash was utilized
- Subject was placed at 2’ or less from the backdrop

The nature of retro-reflective photography is that no lighting source may be on axis with the camera lens so on-camera flashes may not be utilized with Chromatte. Strobe flash photography is possible if the lighting banks are placed at appropriate angles to the subject/lens axis however, continuous, or hot, lighting is recommended.