



“ExpressColor” is the New Mobile Color Correction Tool for iPhone

Designed for Beginners and Professionals, Photographers and Cinematographers, “ExpressColor” Combines Simple, Quick, and Easy to Understand Tool with Cutting-Edge On-Set Color Correction Technology - from the Creators of “3cP Set + Post” System

HOLLYWOOD, June 10, 2013 – “ExpressColor” for iPhone gives any user—beginner or professional, photographer or cinematographer or DIT—a powerful mobile color correction tool. “ExpressColor” is another creation of Gamma and Density Co. (www.gammadensity.com), who used the patented invention by Director of Photography Yuri Neyman, ASC and pioneered mobile on-set color correction dailies system with the introduction of the Mac based 3cP SET + POST system in 1998. Today, 3cP SET + POST for Mac continues to be used on hundreds of commercial, motion picture, and television productions.

Gamma & Density Co. continues to be mobile innovators in this field, with the introduction of the new app ExpressColor for iPhone which answers the demand for a hand-held, high-performance, simple, quick, and easy-to-understand tool which allows fast look-creation and effective communication with colleagues, customers and friends via email, Facebook, Twitter, and Dropbox in-app integration.

ExpressColor packs many features that appeal to beginners and professionals alike. For moving image professionals, the app allows you to import a still frame taken from the original footage, grade it on your phone using color wheels and preset looks, and export the graded still, along with a 3D LUTs (look-up-tables) or ASC CDL (American Society of Cinematographers Color Decision List) file to post-production or the DIT, via email or Dropbox. With the help of ExpressColor’s built-in calibration utility, the iPhone’s screen becomes calibrated in-app and adjusts gamma for accurate display of Rec. 709 imagery.

For beginner and amateur users, ExpressColor for iPhone provides all the power of a professional tool with a simple interface, which will have any user creating their own custom look in seconds. The array of hundreds of preset looks allows the quick creation of unique, “one of a kind” images and sharing them instantly with your friends.

Easy-to-Use Color Correction Controls and Ability to Export 3D LUTs

ExpressColor has industry standard color correction tools giving users the ability to control every aspect of their custom look. The app features lift/gamma/gain color wheels with density sliders for the ultimate control over every aspect of color and brightness of the image. As you color correct your image, exposure variations are shown visually and as f-stops changes. ExpressColor also comes with hundreds of preset looks which can be applied to any image, including Alexa Log-C to Rec.709 adjustment, Kodak & Fuji negative & print stock emulators, and a huge array of colored gel filters, including the Rosco Storaro selection.

3D LUTs exported include Academy; Apple Color; Autodesk Flame, Lustre and Smoke; DaVinci Resolve; Blackmagic HDLink Pro; Thomson LUTher; Nucoda; Panavision GDP; Pogle; Assimilate Scratch; Technicolor Digital Printer Lights; Truelight Cube; and ASC CDL (color decision list)

[ExpressColor for iPhone is available now in the Apple App Store for only \\$2.99!](#) and is compatible with iPhone and iPad running iOS 6.0 and later. Visit our website for more information about ExpressColor and the entire family of Gamma & Density Co. products: 3cP SET+POST, Image Control for iPad, and the very popular Gamma & Density Color Charts (<http://www.gammadensity.com>)