

In product-photography today objects are increasingly being needed as cut-out motifs for neutral media use. Through new versions of layout programs most often applied, this cut-out is much more perfect than those with paths - possible through transparent layers or an alpha channel.



IDEA AND  
CONCEPTION,  
ADVANTAGES,  
DEVELOPMENT,  
PRAXIS AND  
TECHNOLOGY

Most often the tools known in Photoshop or the path tool are applied in the most different combination for the creation of the mask. There are other possibilities in the Chromakey-procedures Bluescreen or Greenscreen. All these techniques have disadvantages or need accordingly longer for perfect cut-outs without being suitable for all the applications. It is the aim to create with less effort, pixel-perfect cut-outs for photos which could be static objects or objects in motion using an alpha channel. Through the development of cameras with high exposure rates, like the Nikon D3, the application of this technology is also possible with objects in motion. Advanced development of the camera technology will contribute to the reduction of the present restrictions with regard to objects in quick motion. HENSEL studio technology together with Schoepe GmbH, designed appropriate flash equipment to control the short sequential differences in lighting exposures.

# //freemask

The quickest and most exact solution to produce accurate and homogeneous cut-out masks in studio routine.

A cooperation of:

**schoepe**  
software • grafik • fotografie



**HENSEL**  
performing light

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CONCEIVED BY PRAXIS FOR THE PRAXIS

# //freemask

A photographic procedure for the production of digital cut-out masks for daily use in studios, from product up to model shooting.



# //workflow

PERFECT COMBINATION OF LIGHTING DIRECTION  
CAMERA TECHNOLOGY | FLASH APPLICATION | FLASH TECHNOLOGY

# //foursteps

TO THE PERFECT RESULT



The lighting of the actual motif in the first photo is without restriction of lighting direction, perspective and sharpness.

The second photo is taken without changing the object and camera position as back lighted shot where only a white background behind the object is flashed with the use of the same aperture. The stray light of the background lighting is held away from the object as far as possible through black movable walls and curtains.



The second photo corresponds to an alpha channel after a color correction and the inversion of the color values, which is pasted as layer masks on the object layer and thus cuts out the object from the background in this way. Minimal post processing of the mask is necessary in individual cases.



The adjustment of the color value of the mask allows soft, half-transparent transitions so that the cut out appears completely natural.

## NEW FLASH TECHNIQUES FROM HENSEL STUDIO TECHNIQUE

### The freemask technique contains:

- HENSEL freemask Transmitter
- HENSEL freemask compact flash equipment

The new HENSEL freemask-flash equipment automates and synchronises the flash groups necessary for the freemask-technique. The pictures for the cut out masks will be produced automatically during the shooting sequences.

Moreover: The new freemask-flash equipment can be used for normal applications, if no cut outs are necessary.



Perfect reproduction of smallest structures, details and transparency.

