

Power Matte



To create, you must have ideas | To bring your ideas to life, you must have the proper tools...

**POWER MATTE** | Power Matte is an easy to use interactive image matting tool capable of extracting almost any object in an image--even if you are dealing with fine hair detail, smoke, or reflections. This extraction process creates what is known as a matte--essentially a black and white cutout. White matte areas are extracted, black areas not, and gray areas in between represent a level of transparency. Once a matte is extracted, the foreground object can be seamlessly composed onto a new background as well as apply filter and image corrections only within the area defined by the matte.



To work this magic, Power Matte iteratively estimates the transparency value for every pixel in the image, based on a small sample of foreground (what you want to cut out) and background (what you want to get rid of) pixels marked by defining simple masks on the image. Results show that compared with previous approaches, our method is more efficient and requires minimal effort to extract high quality mattes for foregrounds with significant semi-transparent regions. In addition, the foreground edge colors can be estimated in the semi-transparent areas to create a seamless composite.

Digital Film Tools brings together the unbeatable combination of superior software designers, motion picture visual effects veterans, video editors and photographers. Add three Emmy Awards and experience in creating visual effects for hundreds of feature films, commercials and television shows and you have a recipe for success. The understanding of photography, film and video editing, and in particular visual effects, allows us to design productive and highly specialized software. Software that is useful as well as easy to use. Our products stand up to the rigors of production and are the culmination of many years of experience.



Power Matte for Adobe After Effects 7.0 and above | Macintosh and Windows | 8/16 bit per pixel processing | Available for download or purchase at [WWW.DIGITALFILMTOOLS.COM](http://WWW.DIGITALFILMTOOLS.COM) | Pricing: \$195

