









Creative Guy

About Color Balance

Color balance is quite useful feature of video images.

It helps me to create a "mood", an artistic impression, and ...

... to implement all my wonderful creative ideas, and to deliver my message to the world.

And it may help me to get all these long awaited and well deserved International Awards ! Yea..., but color balance is much more than just a feature of video images.

For me it is mainly a feature of long and sophisticated **signal processing chain**: from the camera lens to the display screen.

If we allow video processing parameters to *Via* deviate from the balanced target values, the output images will be not so good.

Then the whole project will be closed, and I will lose my job !

It's a team work, so let's care about the color balance together.

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Video Engineer



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Good picture,

professional job.

hint of cold winter.

so bye for now ...

image.

I like the bluish tint of shadows on

the snow and deep blue sky as a

My colorist can tweak *any* image in

post production, so I don't care.

I don't see any chances to use this

Maybe for the documentaries it's

I have better plans for this evening,

OK, but for me it is just boring!

### **Color Balance – Comments & Components**



professional job.

I see small offset of White Balance and good Black Balance. Not sure about Gray Balance.

Good Chroma Saturation, no Black Crush or White Crush.

Good **RGB Dynamic Range**, and **RGB Median Levels** look OK.

But, to be sure, I have to check this file with my QA/QC tools.

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# What VideoQ VQV Analyzer Reveals About Color Balance



Good RGB Range for nearly all frame lines



Frame Statistics: nearly full RGB Range, and quite strong offset of RGB & UV Median Levels (Blue color domination)







UV Vectorscope reports 55% Chroma Peak Volume and distinct presence of 40% saturated Red, Brown and 20% saturated Blue colors

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### **About This Presentation** Produced by **Josef Marc** Written by Victor Steinberg, PhD Narrated by **Josef Marc** Conceived by **Roderick Snell** Technical consulting by Maxim Levkov Based on the book "Video Standards: Signals, Formats and Interfaces" by Victor Steinberg Published by Snell & Wilcox For further reading we recommend wikipedia.org © 2017 VideoQ, Inc. www.videoq.com 8

# About VideoQ

## **Company History**



- Founded in 2005
- · Formed by an Engineering Awards winning team sharing between them decades of global video technology.
- VideoQ is a renowned player in calibration and benchmarking of video processors, transcoders and displays, providing tools and technologies instantly revealing artifacts, problems and deficiencies, thus raising the bar in productivity and video quality experience.
- VideoQ products and services cover all aspects of video processing and quality assurance from visual picture quality estimation and quality control to fully automated processing, utilizing advanced VideoQ algorithms and robotic video quality analyzers, including latest UHD and HDR developments.

### **Operations**

- Headquarters in Sunnyvale, CA, USA
- Software developers in Silicon Valley and worldwide
- Distributors and partners in several countries
- Sales & support offices in USA, UK

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