



TECH RETREAT 2023

Textures Feature of the ALEXA 35

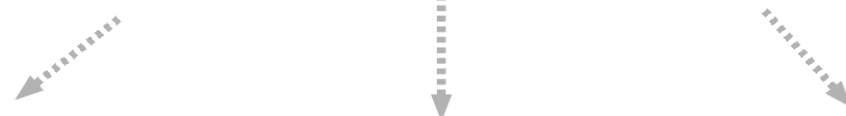
Dr. Tamara Seybold & Carola Mayr, ARRI

ALEXA 35 - Technical specifications



- Image Quality at native 4K up to 120 fps
 - Dynamic range is up to 17 stops
 - Sophisticated stray-light suppression enables more contrast
 - Lower noise, Exposure Index up to EI 6400 and optional Enhanced Sensitivity Mode
- Image processing is completely redesigned and improved
 - REVEAL color science
 - ARRI Textures

ALEXA 35 - Camera Look



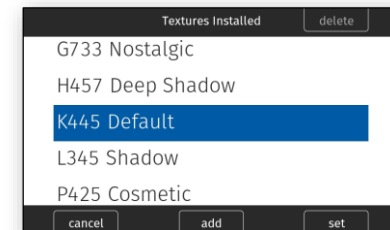
Traditional in camera
approaches



Color Fidelity & Look



Textures



Questions

- Who uses ...
 - ... optics (e.g. lenses & filters) to determine the look?
 - ... color grading to determine the look?
 - ... Textures or grain/sharpness to determine the look?

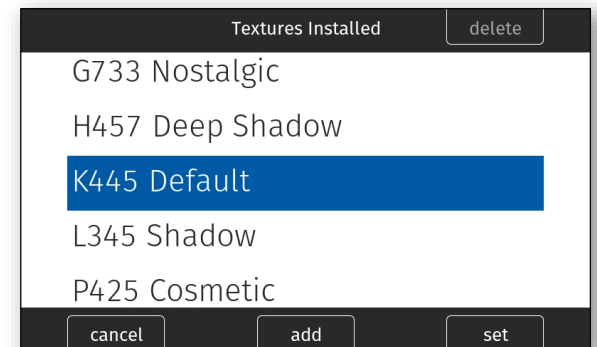
A look is more than color

- Several image processing steps determine
 - The amount and character of grain
 - The amount of contrast at different levels of detail
- ARRI's digital motion picture cameras prior to ALEXA 35
 - The image processing in these cameras was carefully designed for the very best cinematic image in the widest range of shooting scenarios
 - ARRI digital cameras have always had a single 'texture' setting



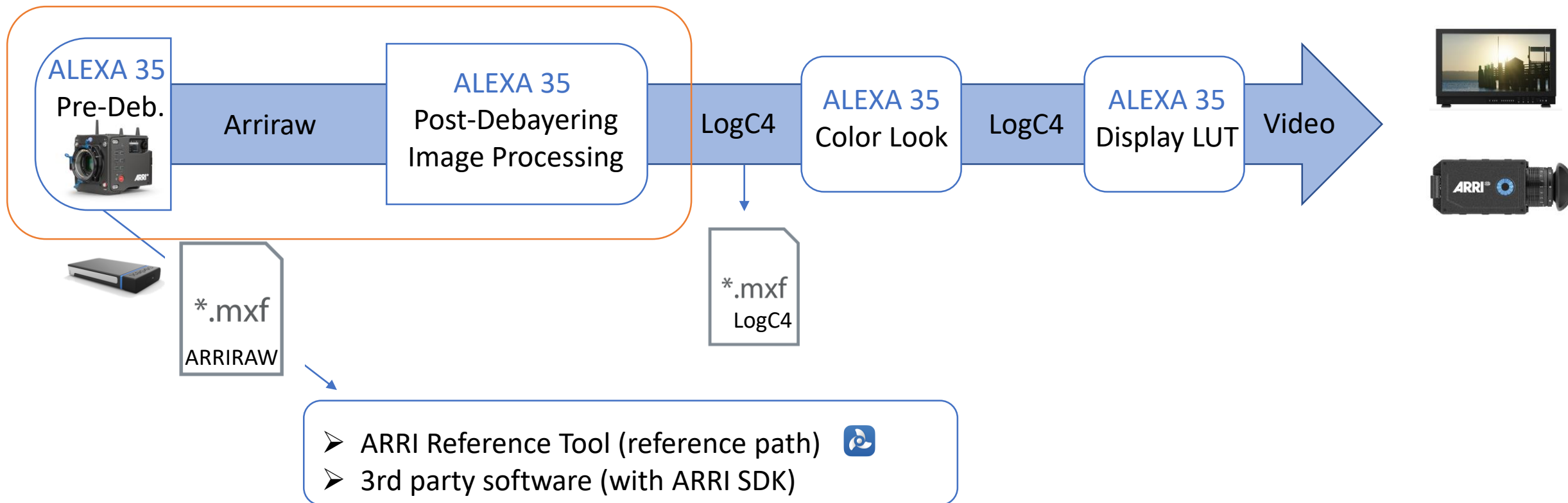
A look is more than color

- ALEXA 35 ARRI Textures is a new way to go beyond the default texture setting
 - ARRI Textures can be selected in-camera
 - The camera comes with several ARRI Textures pre-installed
 - Different textures for different shooting situations
- ARRI Textures are always baked into Apple ProRes and ARRIRAW
 - ARRI Textures are subtle
 - Test in pre-production with a large, high-quality HDR monitor or DCI projector



ALEXA 35 Image Processing Pipeline

Texture applied

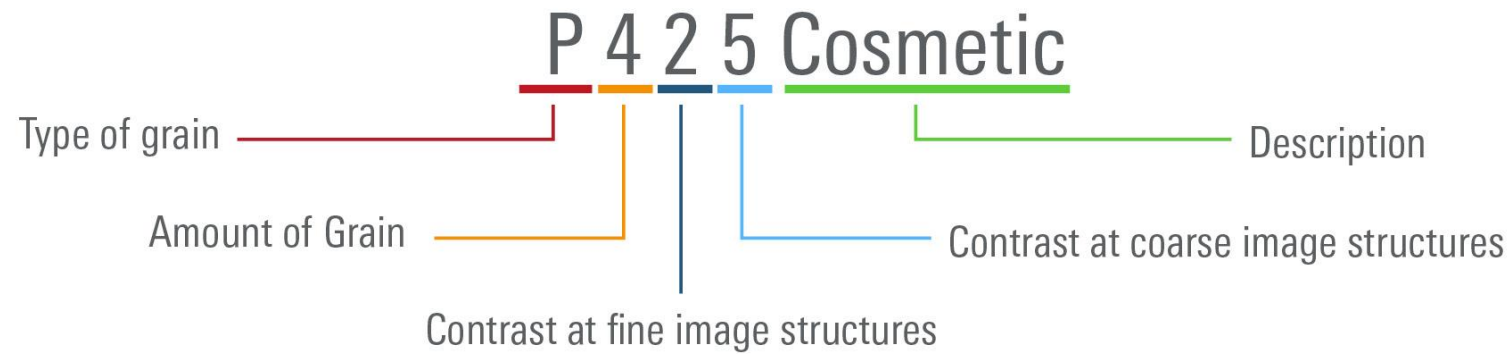


How are Textures created?



- Realtime simulator
- Controller board with customized sliders and knobs
- Invited Colorists & DPs

Texture Names





K445 Default

EI 800



P425 Cosmetic



K445 Default

EI 800

F578 High Clarity



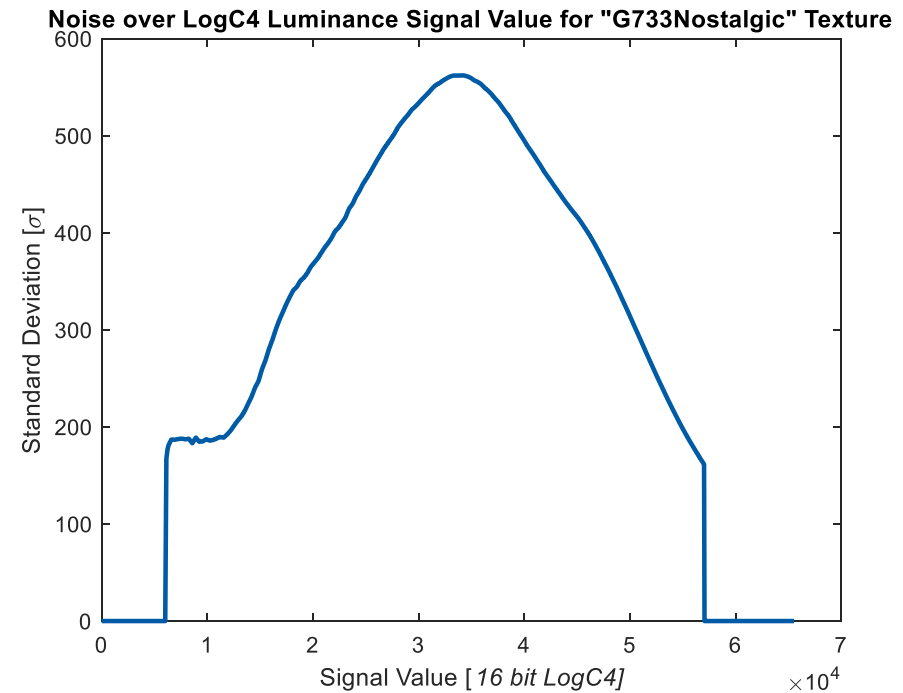
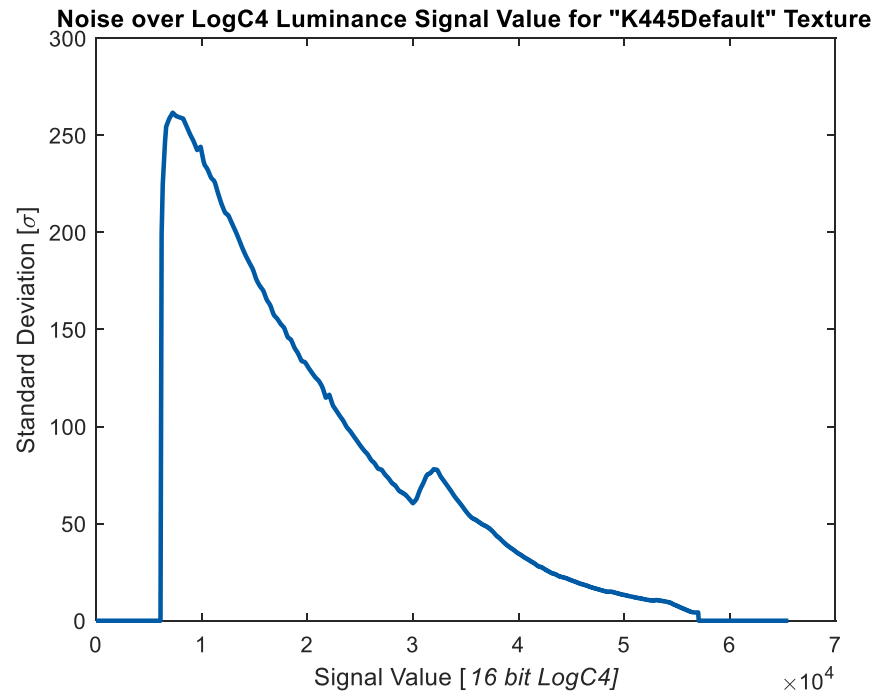
K445 Default



C733 Nostalgic

EI 800

Analysis





Analysis – fine & coarse image structures

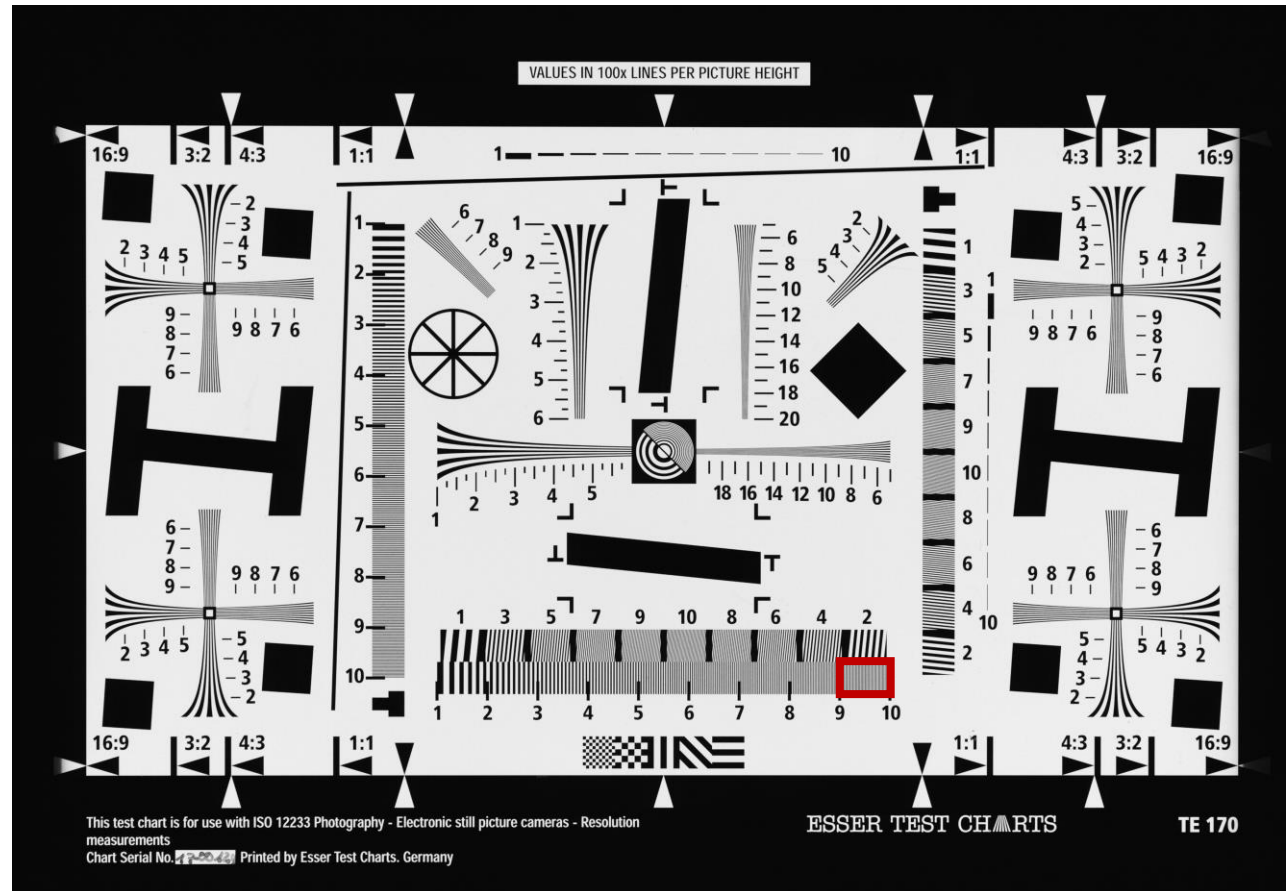


coarse image structures

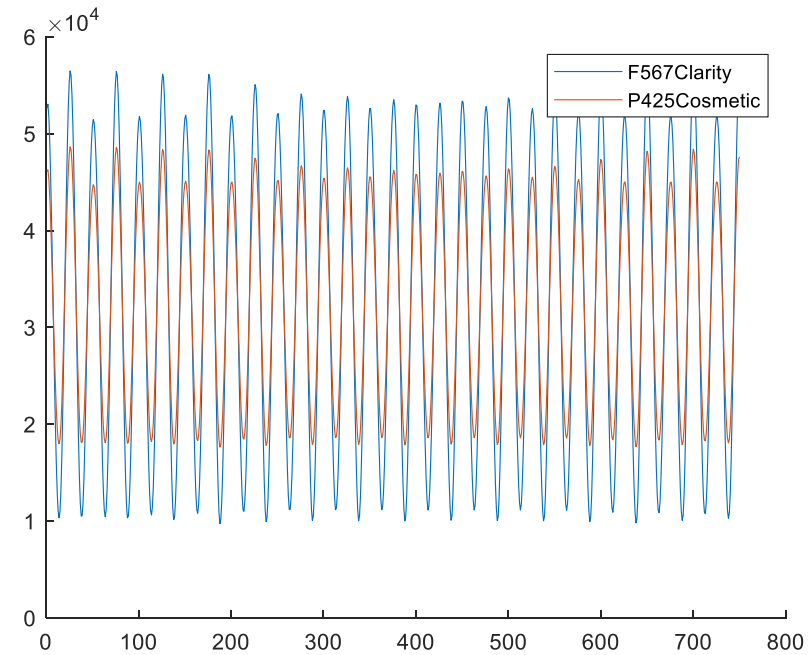
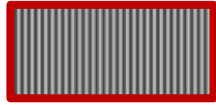
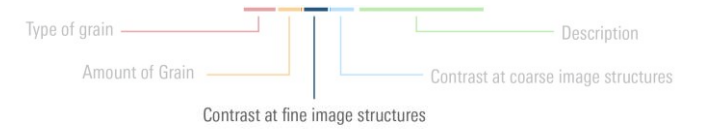


fine image structures

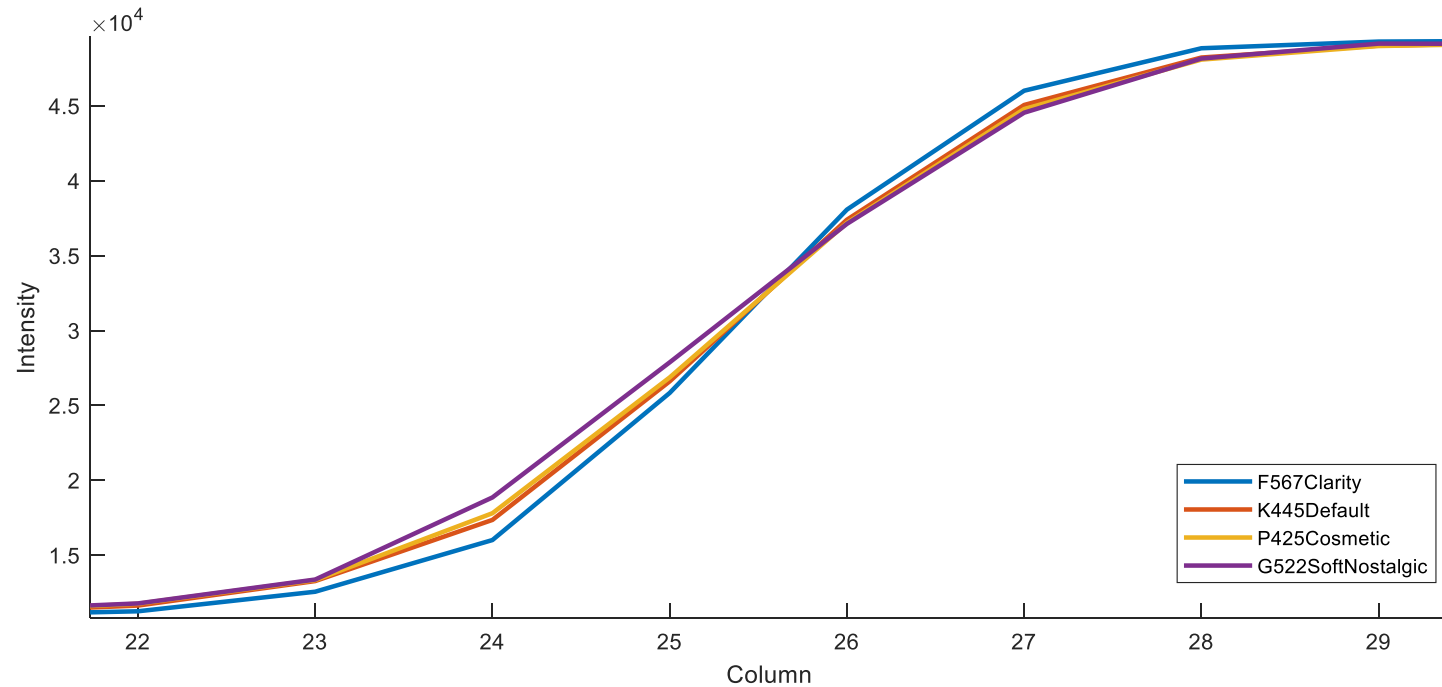
Analysis – fine & coarse image structures



Analysis – fine image structures



Analysis – coarse image structures





Presenting Textures DCP

PreTexture07_TST_F_XX-XX_DE_XX_4K_NULL_20230202_ADC_SMPTE_OV

Thank you

- Dr. Tamara Seybold & Carola Mayr
- Find more information on our website:
<https://www.arri.com/en/learn-help/learn-help-camera-system/image-science/textures>
- For questions contact <digitalworkflow@arri.de>

The logo for HDA, featuring the letters 'H', 'D', and 'A' in a bold, white, sans-serif font. The 'H' and 'D' are connected, and the 'A' is a simple, geometric shape. The background is a dark blue gradient with a pattern of small, glowing dots in shades of blue and purple, creating a digital or network-like effect.

HDA

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