

TIME	DEMO AV	VISUAL (FABIO)	AUDIO (DEAN)
		<p><i>Fabio opens LZ and nine images in order: on top, the LightZone/LightCrafts logo, then the B/W work piece, then the color bride work piece, and then the six iconic images on the bottom.</i></p>	<p>Chris introduces LightCrafts with something like:</p> <p>"Next we will hear from LightCrafts, demoing their photo editing software, LightZone. Presenting for LightCrafts we have Dean Tucker, CEO, and Fabio Riccardi, CTO. Dean, Fabio - whenever you're ready..."</p>
<p>0:00</p>	<p>On Fabio's cue, AV takes COMPUTER SCREEN.</p> <p>AV remains on COMPUTER SCREEN throughout.</p>	<p><i>When Fabio is ready, he cues AV.</i></p> <p><i>The LightZone/LightCrafts logo is open in LZ.</i></p> <p><i>"...photographers" is the cue for Fabio to close the logo image to reveal the b/w work image below.</i></p>	<p>This morning, we will demonstrate LightZone, a photo editing breakthrough for photographers.</p>

		<p><i>Fabio begins to fix the b/w work image, setting up the operations that Dean will explain in a moment (see script below). He should not appear to be rushed, and work simply and deliberately so that observers can intuit what he's doing.</i></p>	<p>This photograph was taken with a high-end digital camera. Millions of professionals and avid amateurs buy these cameras in their quest for excellent images. This photograph may look acceptable to you, but it's not to them. They know what's missing:</p> <p>critical detail in this bright area here <points>...</p> <p>and also in this dark area <points>.</p> <p>Before they share or exhibit this photograph, they want to fix it.</p>
1:00			<p>Without exception, today's photo editing software forces photographers to become pixel painters, using brushes and layers. Photographers struggle with programs that were never designed for photography, and are notoriously hard to learn and difficult to use.</p>
			<p>Intuitively, photographers think in terms of light and objects. LightZone puts photographers in direct control of light and objects, and that's why it's easier for them to learn and faster to use. That is why LightZone is a breakthrough.</p>

1:30			<p>(Dean checks the image. Dean's cue to continue: Fabio turns operations on and off to show 'before and after'.</p> <p>In the time it's taken for me to explain the problem, Fabio has fixed this photograph.</p>
		<p><i>Fabio opens an operation to reveal Zone Finder and ZoneMapper.</i></p>	<p>The secret, of course, is LightZone. Specifically, Fabio used two of our three key technologies: ZoneFinder and ZoneMapper.</p>
2:00			<p><points> Up here is ZoneFinder, and below it, these bars <points> are ZoneMapper.</p>
		<p><i>Fabio runs the mouse over various Zones, causing them to highlight in ZoneFinder.</i></p>	<p>ZoneFinder analyzes this photo as an expert photographer would - specifically, as Ansel Adams would. Ansel invented the Zone System, and if he were alive today, you can bet he'd use LightZone. Because ZoneFinder does in software what he used to do the hard way.</p>
2:30			<p>Our second key technology is the ZoneMapper <points>. ZoneMapper lets Fabio control the light values in the Zones.</p>

		<p><i>Fabio demonstrates how ZoneMapper can darken the washed-out area to reveal detail. He deliberately goes too far in both directions to make the effect obvious, then returns it to the correct setting.</i></p>	<p>Fabio adjusted the upper end of ZoneMapper to bring back the detail lost in the overexposed area <points>.</p>
		<p><i>Now Fabio demonstrates how ZoneMapper can brighten a darker area to reveal detail. Again, he deliberately goes too far in both directions at first, then settles at the correct setting.</i></p>	<p>Likewise, he used the lower end to reveal detail lost in the overly dark areas <points>.</p>
3:00		<p><i>Fabio restores the image to its 'after' setting and waits for cue.</i></p>	<p>You can see ZoneFinder and ZoneMapper are simple and visual. Photographers start thinking about light and exposure when they aim the camera; our tools just let them finish their thoughts.</p>
			<p>We are done with this photograph - in fact, we've done it twice. If we were using any other photo-editing program, we'd just be starting. And we would be fussing with pixels and layers and brushes.</p>
		<p><i>Fabio closes the b/w photo to reveal the color bride photo. He opens a ZoneFinder and ZoneMapper for the Region he is about to create...</i></p>	<p>Let's edit a new photograph. We'll fix this one with our third key technology: RegionMapper. RegionMapper is a tool that lets us custom-select an image element.</p>
3:30		<p><i>...then he begins to shape a Region around the <bride's face>.</i></p>	<p>For this photo, we'll select the <bride's face>.</p>

		<p><i>Fabio works to shape the Region. He should work deliberately, not fast, so the audience can follow what he is doing.</i></p>	<p>In a pixel-paint program, you'd do this by click-clicking an exact outline. Our technology is fundamentally different.</p>
		<p><i>Fabio continues to create a Region selecting the <bride's face>. He massages the Region into place.</i></p>	<p>RegionMapper makes it easy to isolate even complicated shapes. Fabio can move the keypoints and create new ones as needed. He does not have to create a pixel-perfect outline.</p>
4:00		<p><i>Fabio uses the Zone Mapper to <lighten> the Region, bringing out <detail>.</i></p>	<p>Now Fabio uses ZoneMapper to adjust the light values in his Region, to <bring out lost detail>.</p>
		<p><i>Fabio also adjusts sharpness and changes color in the Region.</i></p>	<p>He's also going to adjust sharpness and color - all those tools are included in LightZone.</p>
		<p><i>Fabio finishes with the Region. He turns off the Region Mask to check his work. Then he clicks operations off then on to show "before and after."</i></p>	<p>As Fabio puts on the finishing touches, consider what you've just seen.</p>
4:30		<p><i>Fabio applies finishing touches to the photo. Again, he works calmly and deliberately.</i></p>	<p>The current 'digital darkroom' can't hold back this market any more. LightZone is the new paradigm: the lightroom. LightZone finally opens a clear path for photographers - software that lets them (one) create great images and (two) just be photographers. It is irresistible.</p>

5:00		<p><i>Fabio finishes up. Again he shows 'before' and 'after' for the work photo, then prepares to close it.</i></p> <p><i>Fabio closes the second work photo to reveal the first iconic photo. After a few moments, he closes that one to reveal the next, etc.</i></p>	<p>LightZone will be released for the Mac next month, for the PC soon after. Developed in Java, it's completely portable. Come learn more and experience LightZone in the Pavilion.</p> <p>One last thought.</p>
5:20		<p><i>Fabio comes to the last iconic photo. He leaves this up until the end.</i></p>	<p>These iconic images are the work of some of the 20th century's great photographers. They were wizards of the darkroom: legends such as Ansel Adams and Edward Weston.</p> <p>Who will give us the iconic images of this century? Wizards of the lightroom - millions of them, all using LightZone. Thank you.</p> <p><end></p>