

Press release:

The decisive moment – Banish the bracketing blues with HDR from video with HDRinstant

Breakthrough solution from HDRinstant creates effortless HDR stills from video files

22th of September, 2021 – HDR has become an essential tool for photographers seeking to capture exposures in challenging lighting but it's not always a practical technique in the real world. Effectively bracketing shots to avoid issues like ghosting requires a tripod, and even the best technique can be frustrated by movement: People, clouds or trees in the frame can all present near impossible barriers to success – and you can forget fast-moving subjects! Now, a new tool banishes the bracketing blues by taking a radically different approach to HDR. Using breakthrough technology, HDRinstant allows for high dynamic range images to be captured from high resolution videos, stacking frames extracted from video to produce noise free images with outstanding dynamic range. Capturing the decisive moment has never been so effortless.

HDRinstant from HDRlog is the brainchild of Dr Jacques Joffre. As one of the co-founders of HDR innovators HDRsoft, the company behind Photomatix, Jacques Joffre is one of the pioneers of HDR photography. In 2012, he developed and patented a new HDR technology using video, founding HDRlog and developed HDRinstant over the past nine years. The launch of HDRinstant version 4, which is available as a standalone application and Adobe Lightroom Plugin for Windows and Mac, is the first mainstream release. It features a sleek new user interface for effortless ease of use, increased performance thanks to GPU support and a broad range of highly effective tone-mapping algorithms and presets for full creative control.

Don't bracket for HDR – shoot video!

HDRinstant technology overcomes the limitations of bracketing to allow users to create a HDR image from video footage rather than from photos. Instead of bracketing, simply **shoot a video!** Within the software, choose your favourite “instant” or decisive moment during the footage, and the software uses the neighbouring frames of the selected one to create an HDR image! It's an ideal technique for capturing near-impossible dynamic range from moving subjects.

An innovative stacking image technology

Unlike traditional HDR, which requires multiple different exposures of darker and brighter areas to effectively capture the full dynamic range of a scene, HDRinstant uses multiple frames of video, to create a HDR from equally exposed images, which are stacked together to increase the dynamic range artificially but without noise. Thanks to powerful “anti-ghosting” capabilities, it’s not necessary to film using a tripod – camera shake is compensated for – and even scenes with movement can be used.

Freeze the action or dreamy long exposures? It’s up to you

HDRinstant allows you to easily master the processing of moving subjects, either by freezing the motion to capture the best possible exposure of a perfect instance or, alternatively, lets you simulate the dreamy, blurred effect of long exposure photography. Naturally, this can be achieved without a tripod, simply take a several seconds of video, select the range of frames and the Long Exposure mode makes moving subjects into flowing, impressionistic trails of light and colour. Try shooting flowing water, moving crowds or dynamic light trails of traffic speeding through city streets. With HDRinstant, you can expand the limits of your creativity.

Professional control and effortless ease of use

HDRinstant 4 gives you the ability to get fast, brilliant results thanks to its simple user interface. However, when you want to take full control, it offers powerful professional features that let you finetune settings to achieve the precise results you demand. Should you desire a natural effect or seek creative interpretations of a scene with more vivid colours, the standalone provides a broad range of tone-mapping options. Alternatively, the Adobe Lightroom plug-in can be used to seamlessly integrate into your existing workflows and export results for editing in Lightroom.

HDRinstant 4 also introduces the ability to view the metadata of video files, while a new histogram feature provides at-a-glance understanding of exposure. For computers with a dedicated GPU, it is possible for users to select this more powerful processing option to ensure faster results. Similarly, users can select how many frames to use to balance processing speed and quality, fine-tuning settings according to preference. To help even the most demanding users ensure optimal results, there is a zoom feature to help examine and select the best frame of video, while a new comparison feature (available in the standalone version only) lets users compare the

results with the original frame – a great way to see the effect of HDRInstant’s dramatic noise reduction abilities.

Free trial available to download

A 30-day free trial is available that lets you to explore the powerful features in full and export watermark free images.

About HDRlog

HDRlog develops innovative software solutions that unlock new creative possibilities for photographers and videographers.

The company was founded by CEO Jacques Joffre, one of the pioneers of HDR technology. After co-founding Photomatix in the early 2000’s, Joffre, a former research professor at the Ecole Nationale Supérieure de Chimie de Montpellier and astrophotography enthusiast, developed and patented a breakthrough solution to overcome the constraints of bracketing, using video to process moving subjects in HDR. HDRlog was founded in 2013 to pursue the development of the solution. The first product, a plug-in version of HDRInstant was launched in January 2014. Following several years of development, the company launched its first mainstream release of HDRInstant in 2021.