

EL Zone Decisions & Problems

Feel like David and Goliath. I came up with a personal idea with what I understood exposure to be...from what I learned in the analog world, but manufactures didn't want to change because it was already set in IRE & False Color in which there is no standard and might as well be called "false exposure"...

I was told we won't sell any more cameras with it
IDs Their system is fine

Personnel or Motivation over 50 years ago

I came up with this idea I guess for purely personal or selfish reasons because the way I figure out using film in the analog world with my meter, Polaroids and the Lab created my own Zone System then when the digital format became the new standard I didn't know what I was doing but I thought back when I was in art & film school how I used the some of the ideas from ANSEL ADAMS ZONE SYSTEM to recreate images that I saw around me or found in a painting, photograph or film.

At first I was told by a camera manufacture this software won't sell any more cameras, that's why we're not interested in licensing it even fi we understand why it's better and more intuitive but the question should be if you don't respond to what people could use and want is that the right decision. When it is in SmallHD monitors, Sigma cameras, Panasonic cameras and post houses and all other camera manufactures you'll create more of a need for it & set yourselves apart from competing with what you want to offer...i.e. complement of ND's, dual ISO's & the correction of EL Zone to IRE & False Color that is linear and not logarithmic & the limited ability of Wave Form Monitors to map the exposure of the whole frame of the scene you are shooting.

This System corrects what needed to fix in false color & IRE, Wave Form monitors limited ability in mapping the exposure in details of the images... a test to that is everyone it's been shown it to or used it supports it.

Advantages to use in Cameras

- 1.) Using the original raw sensor data, you get the best representation of how the camera reacts to individual stops. Especially with the extremes there is the advantage in accuracy, compared to monitoring signals.
- 2.) Less room for user error for set-up
- 3.) Exposure Latitude tailored to Camera's Sensor