instax Biz™ Video Template Creation

Introduction

Media Video Shooting (Green Background Shooting)

Video Template Creation

Options

Video formats available for the application and notes

● Video formats available in the instax Biz™ app

Transparent video specification that can be imported into the application

file format	mov(iOS) / webm(Android)
file size	100 MB or less
Image aspect size	instax™ mini: 600x800 pixel instax™ SQUARE: 800x800 pixel instax™ WIDE: 1260x840 pixel
Video Length	3-10 sec.
frame rate	60 fps or less

● Points to note when using the video template function

template at the time of creation
- Still images, QR codes and dates cannot be added when a video template is used in the app.
- Preview playback of the video template is possible, but editing such as layout adjustment is not possible.
- Video templates can only be shared between devices running the same operating system; sharing between iOS and Android devices is not possible.

at the time of shooting
- No other operations are possible during playback of the movie template (equivalent to using the self-timer).
  *Random shooting, camera/flash/timer switching, color correction (auto/manual), and print history are available.

Media Video Shooting (Green Background Shooting)

Shooting Environment

Green back
H2,400

3,500

1,000

3,700

2,000

LED Lighting (600W) H2,000

blackout curtain

2,000

2,550

800

Photography Equipment

Lighting for models

The figures are evenly lit,
Avoid casting shadows on the green background

iPad-Camera

The background of the subject should not extend beyond the green background.
Distance - angle of view

Lighting for greenbacks

Uniform illumination of the green backdrop is desirable.
(Unevenness will not allow for good transparency processing.)

attire

Do not wear clothing or objects that are in the same hue range as the greenback.

blackout curtain

Put up a blackout curtain so that the model is not affected.

Example of photographer's shout

If no audio recording
Communicate timing by counting up.
One, two, three, four, five (walk out)
6, 7---------15, cut!

For voice recording
Count up with your hands to tell the timing.

Point Recommended playback time is 5 seconds. The second half should be longer than the first half to allow people to arrange themselves for the photo.

position (where someone is standing)

Mark the model's standing position.

Key points regarding greenbacks

If the model's costume or uniform is greenish or green is used change blueback, etc.

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Equipment Settings and Angle of View

1. When the setting of the photographic equipment is set to high image quality mode, reduce image quality degradation due to trimming during editing.

For iPhone, iPad: Settings > Video Recording > 4K/30 fps, and also turn on "Lock White Balance".
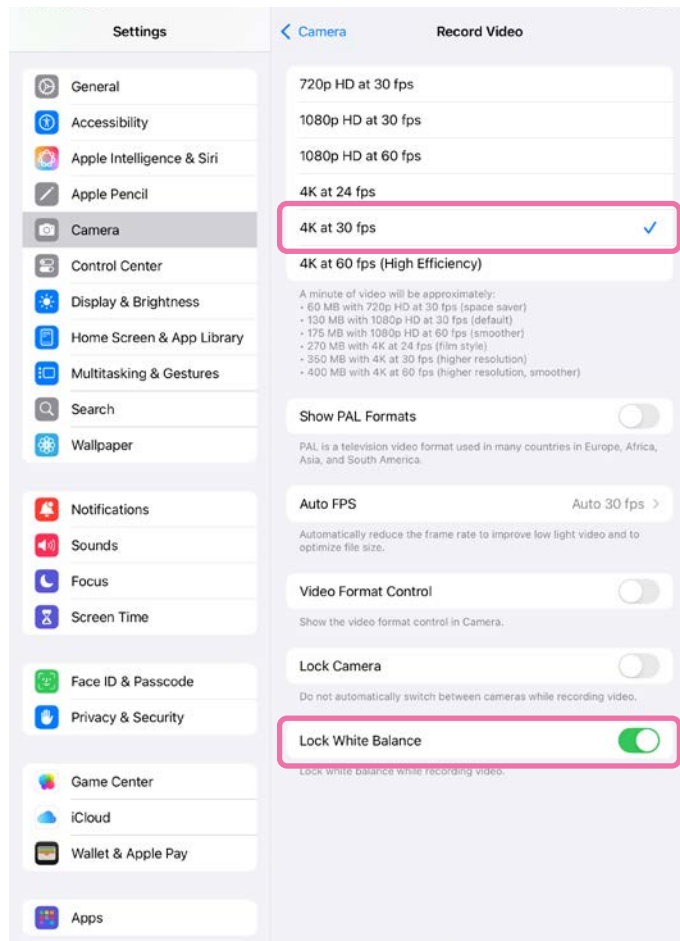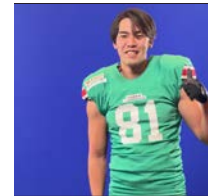

2. Shoot with the widest possible angle of view to make it easier to adjust the crop when editing.

mini size   SQUARE size

The screen will be cramped and the space for customers to enter will be small.

mini size   SQUARE size

Poses are easier to understand and easier to trim.

Video template creation

Video Editing Environment

● Adobe® Premiere® Pro (Windows/Mac)

● MacOS * Required for HEVC Video with Alpha output

*Adobe® product screenshot(s) reprinted with permission from Adobe®.
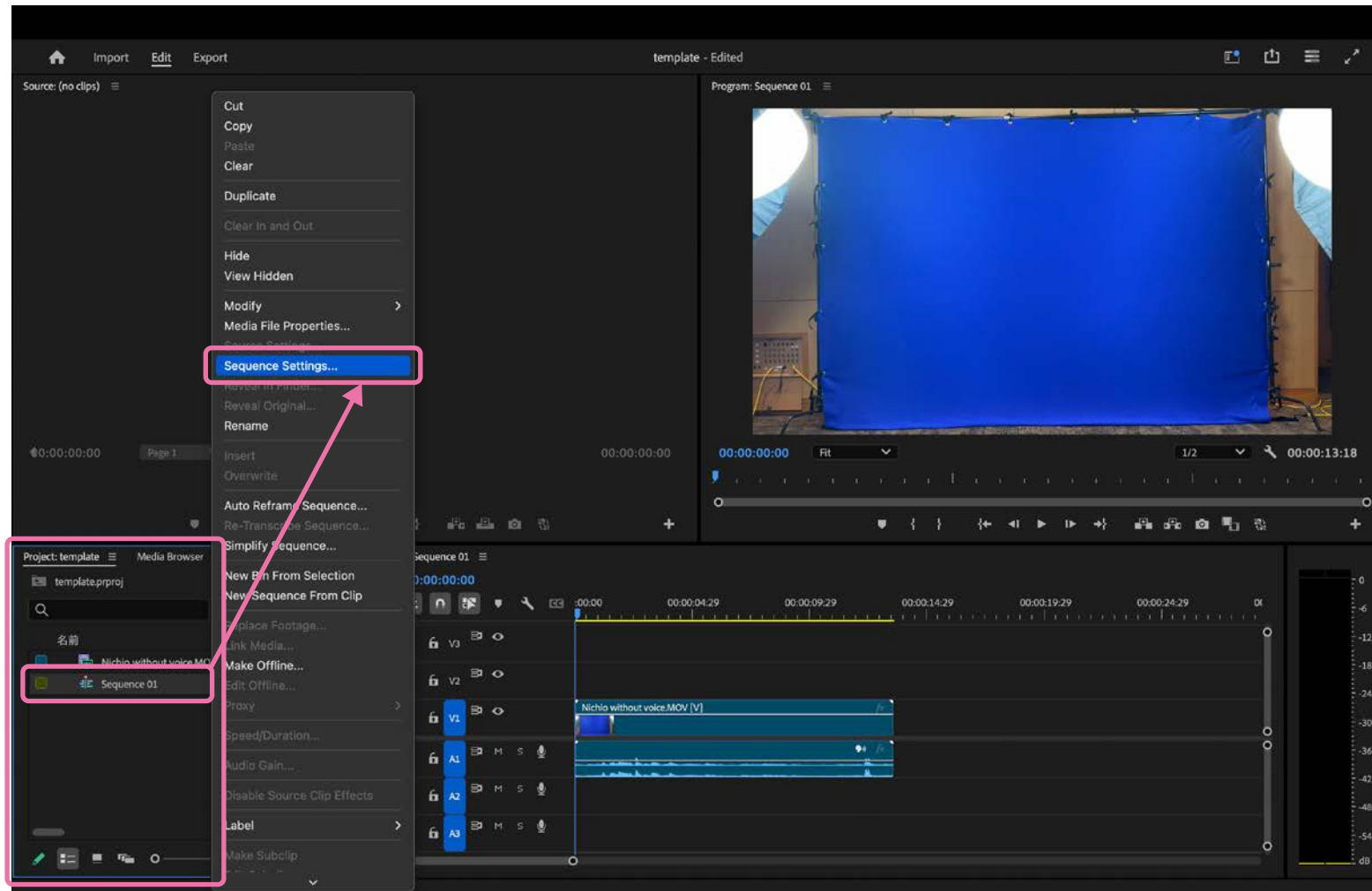
Video Template Creation

Resize-Crop

1. Load the video shot from "New Project" into Adobe® Premiere® Pro and press the "Import Button".

Resize-Crop

2. Right-click on the shooting data in the "Project" area and open "Sequence Settings".

Resize-Crop

3. Specify "Time Base," "Frame Size," "Preview File Format," and "Codec" in the "Sequence Settings" dialog box.

Set frame rate

Resolution (template size).
For mini film   600×800pixels
for SQUARE film 800×800pixels
for WIDE film   1260×840pixels

Preview codecs with alpha channel (ProRes 4444).

Resize-Crop

4. Double-click Preview in the main area (Program Panel) and adjust the angle of view-composition so that the green background and subject position match the instax Biz™ template size specified earlier.

Double-click to display the adjustment frame (blue frame) with the blue frame appearing.
Move the preview to adjust position.
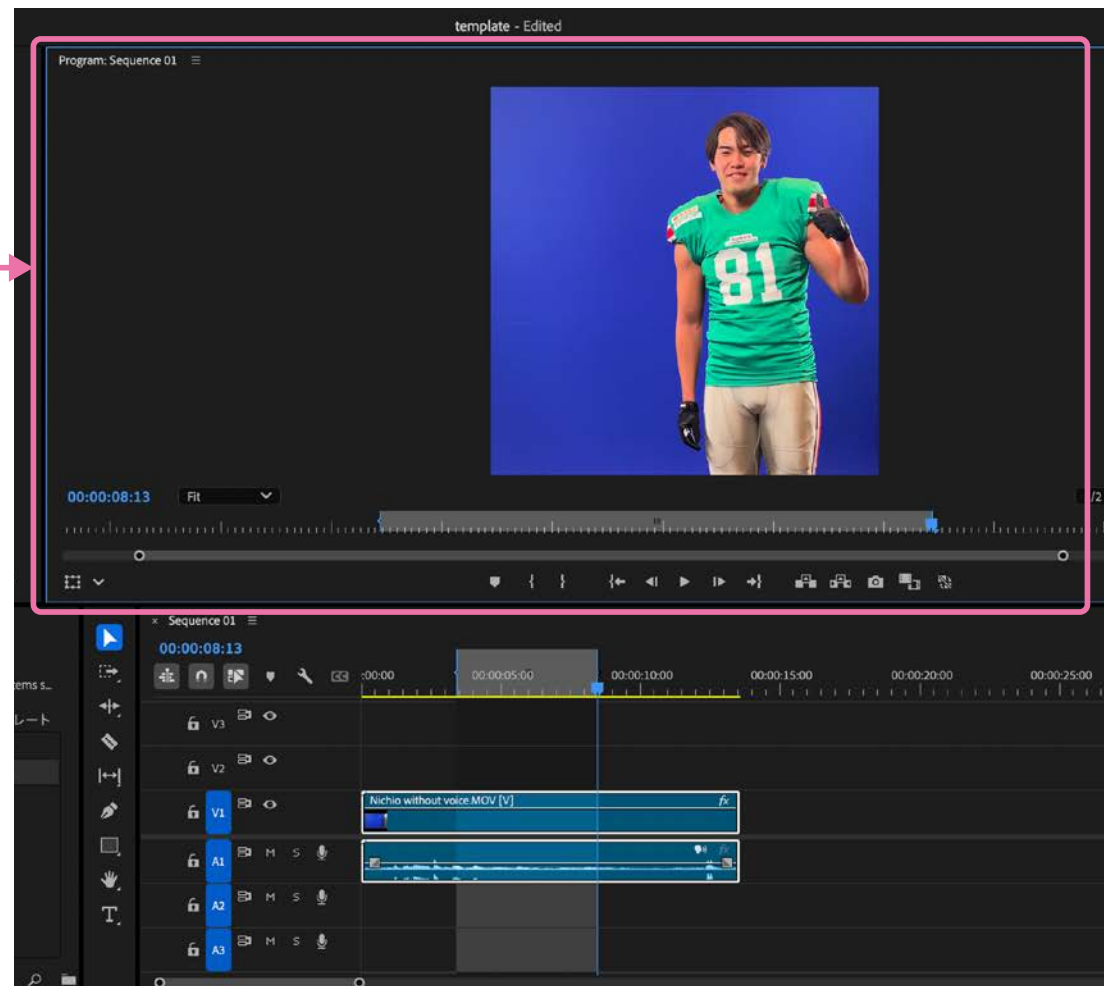
Playback time adjustment (cut editing)

1. Cut and edit the video for the instax Biz™ template so that the playback time of the clip is 3-10 seconds (5 seconds is recommended).

2. The final frame of the clip should be the final composition of the photo taken with the instax Biz™. (Always compose with the subject in the picture)
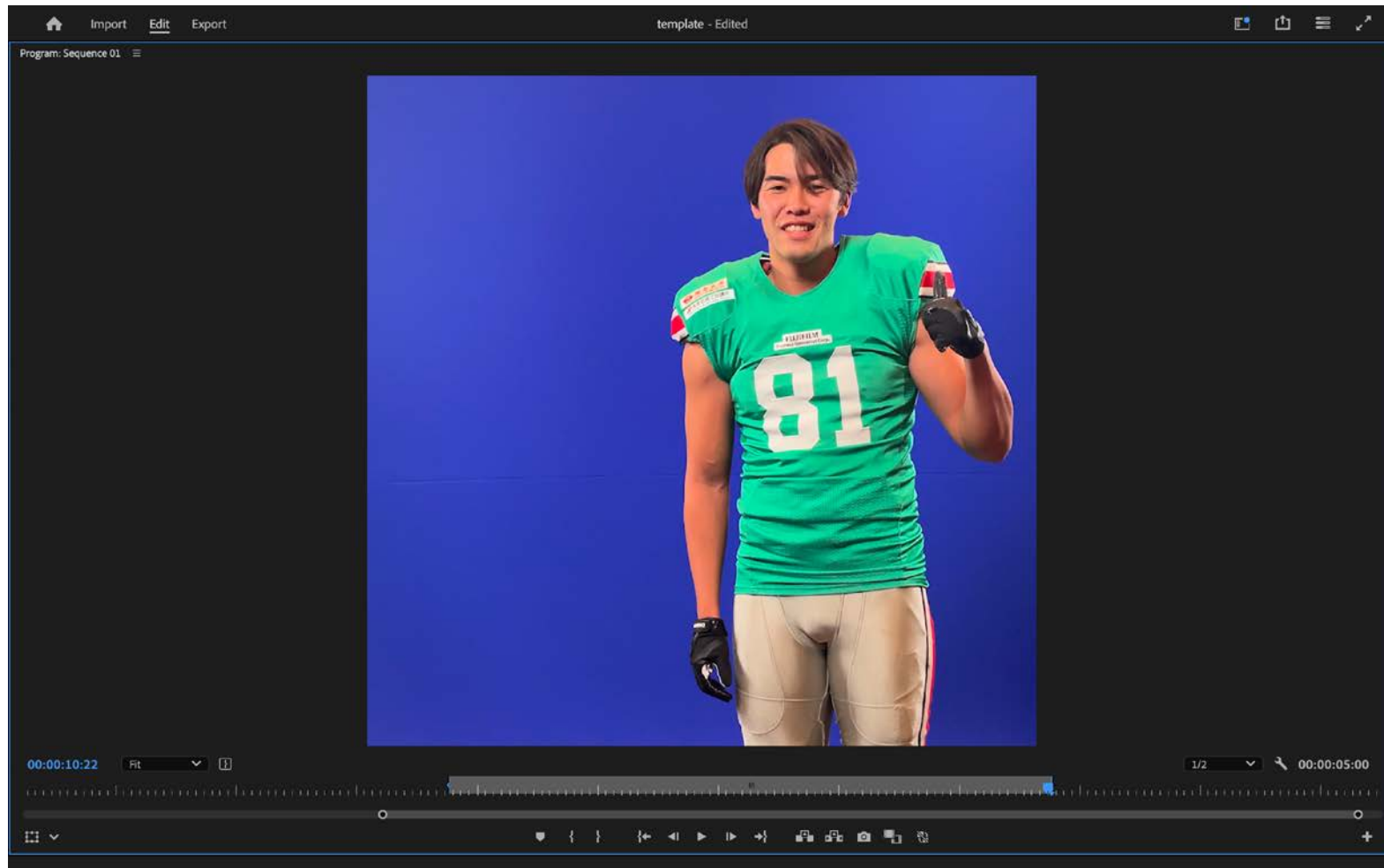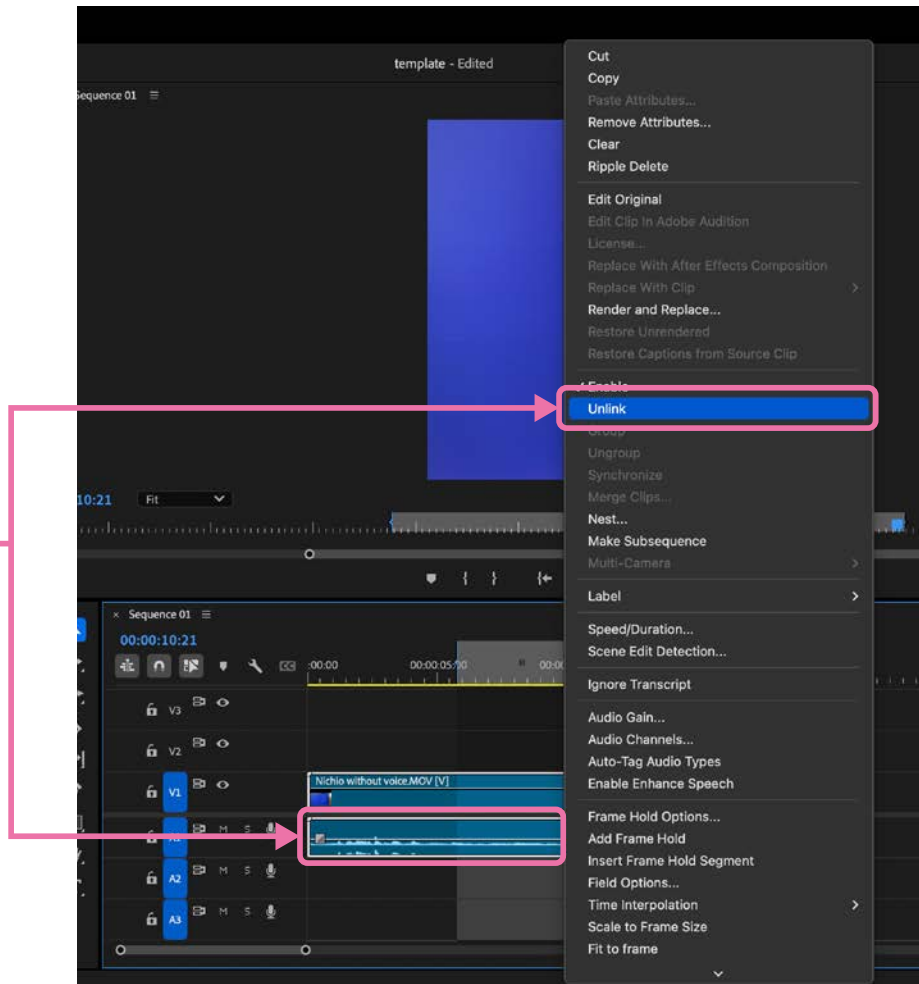
Deleting Audio

1. Select a clip from the timeline and choose "Unlink" from the contextual menu (right-click).

2. The link between the video and audio of the clip will be broken, so delete only the audio portion of the clip using the Delete key, etc.
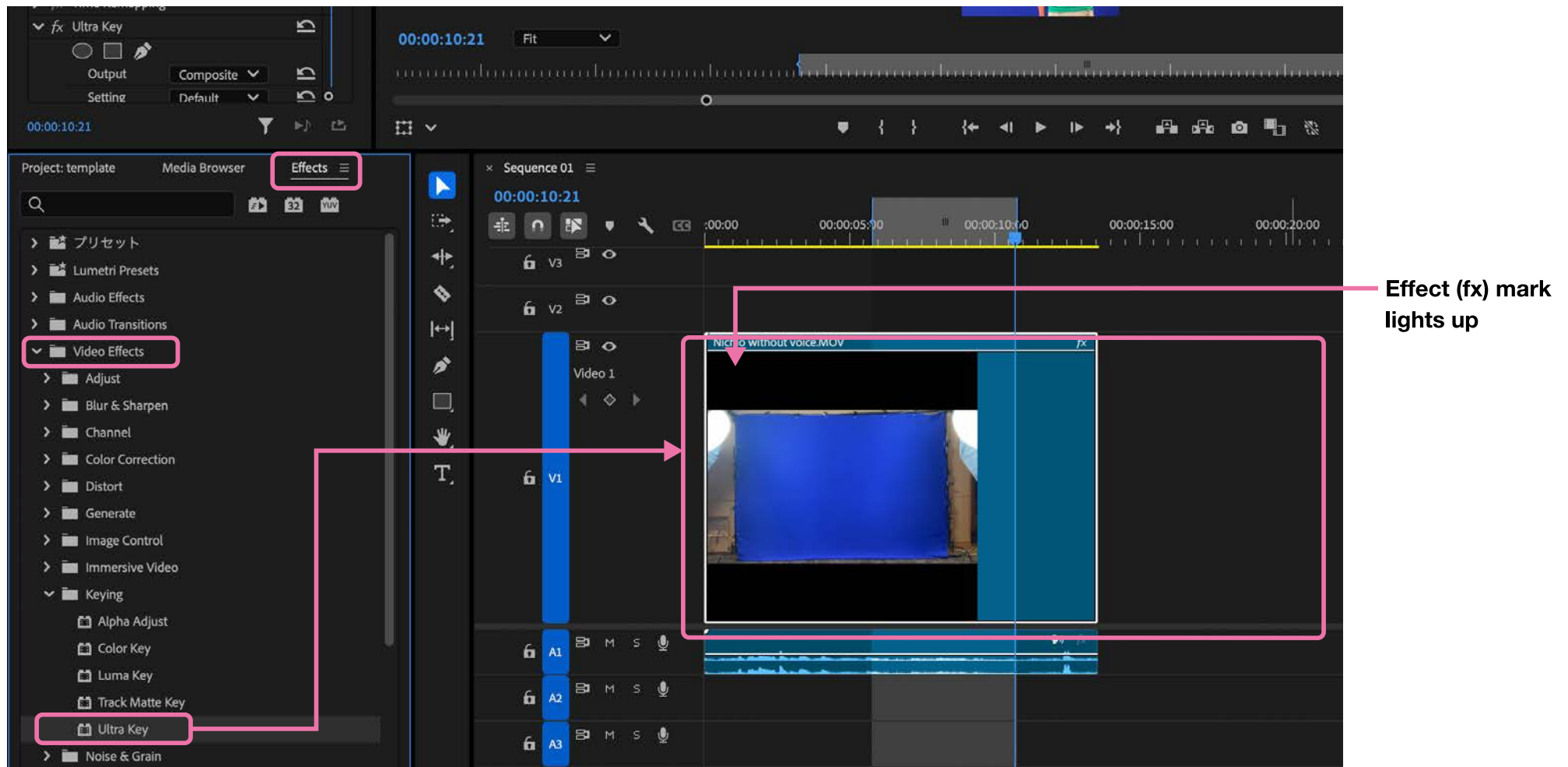

After unlinking, audio is deleted
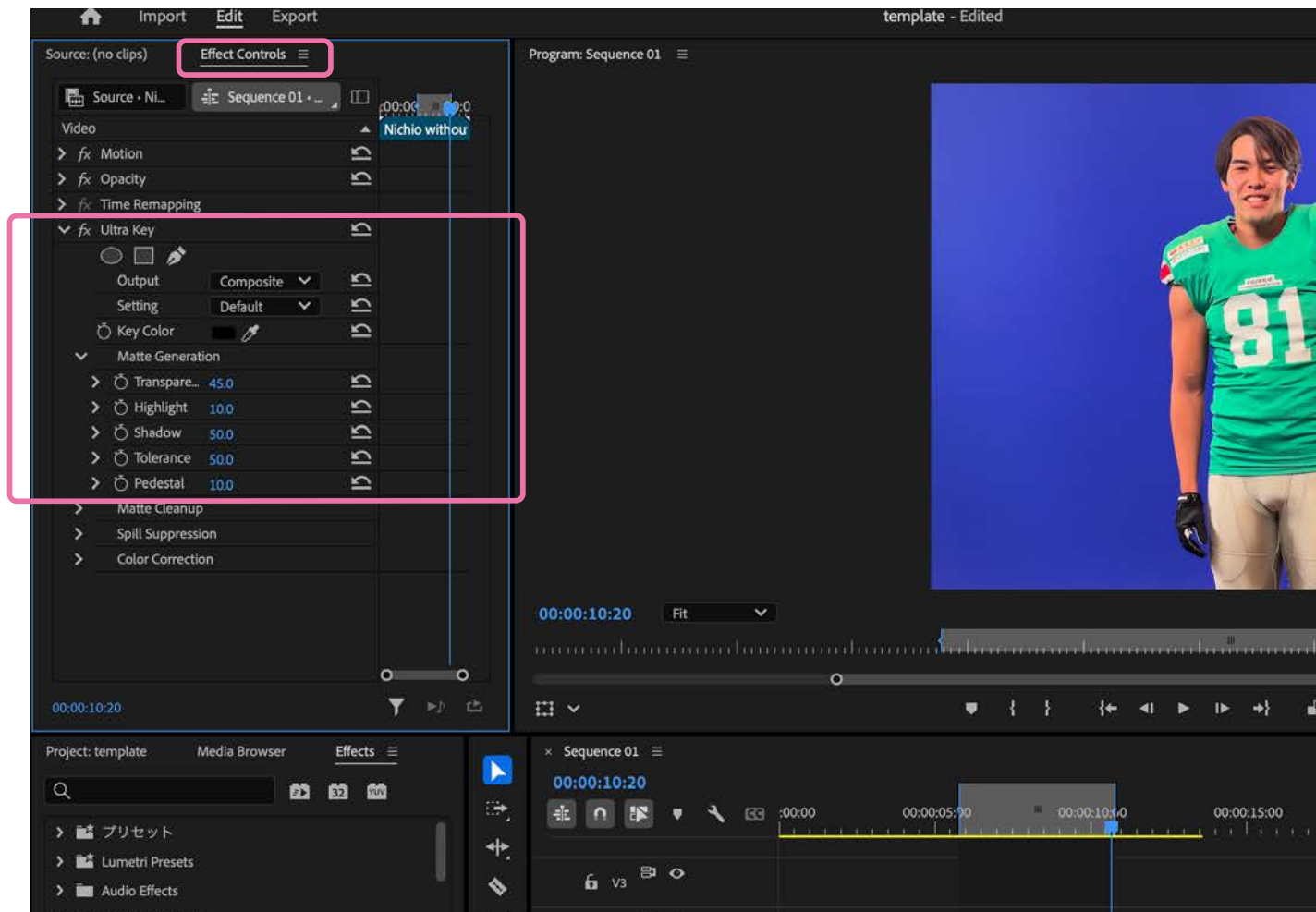
Chroma keying (transparency) processing

1. From the project panel (lower left area of the screen), select the "Effects" tab, and from "Video Effects", select "Keying" -> "Ultra Key".

2. Drag and drop the "Ultra Key" item onto the video clip in the timeline.

Effect (fx) mark lights up

Chroma keying (transparency) processing

3. Select a video clip from the Timeline, then select "Effects Control" in the Source panel (upper left area of the screen).

4. Open the "Ultra Key" menu under "Effects Controls" and the "Matte Generation" submenu below it.
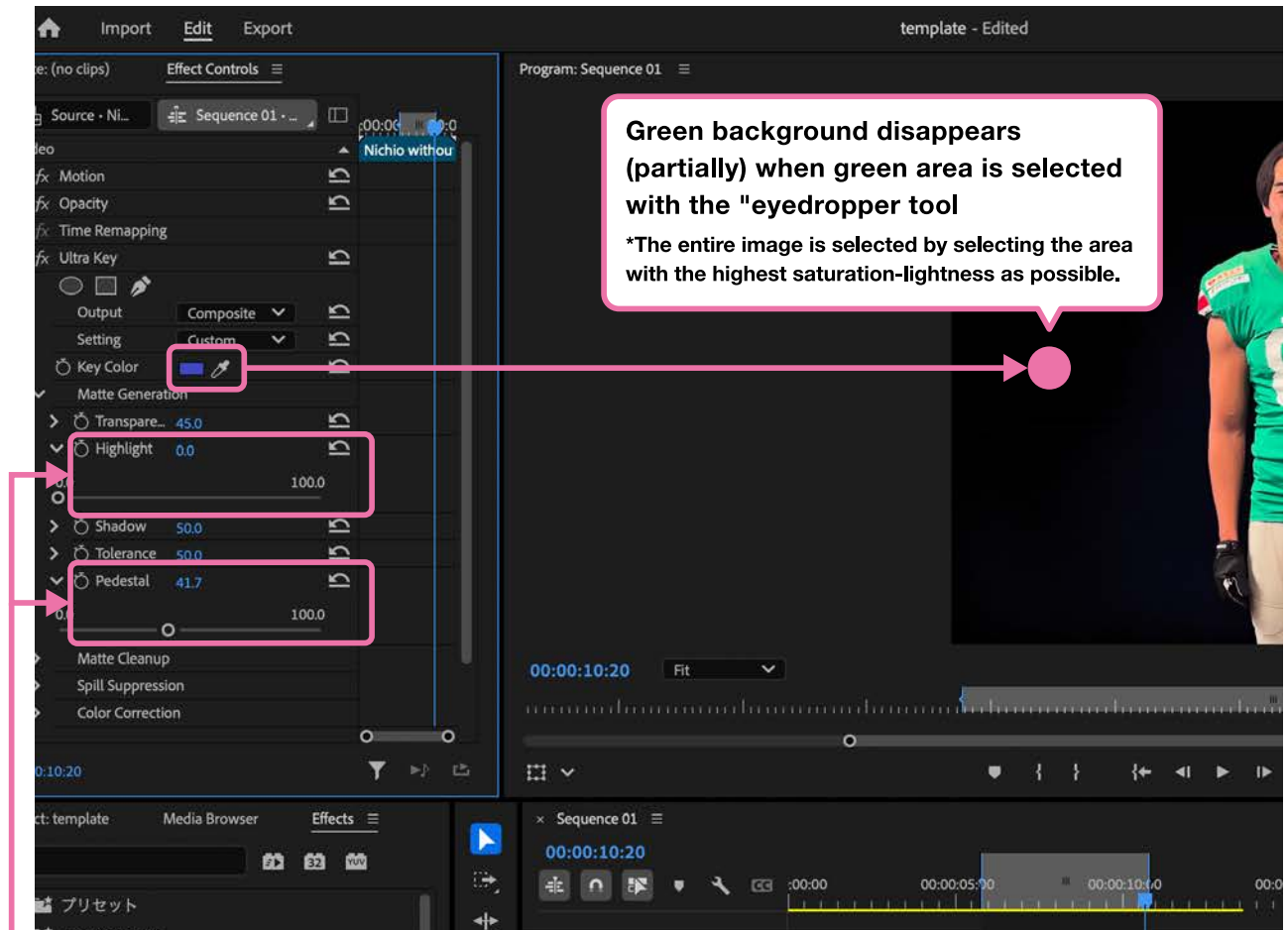
Chroma keying (transparency) processing

5. Select the "Ultra Key" eyedropper tool at , then select the Program panel (upper right corner of the screen).Select a point on the green background (area) to display the points where the green background disappears, and find the point where the entire green background disappears,Repeat the "eyedropper tool" point selection.

6. From the "Matte Generation" submenu Open the "Highlights" and "Pedestals" menus so that the green areas of the green background are filled with uniform black.Adjust the highlight and pedestal values, respectively.
If you save the project at this point, you will see the black areas in Adobe® Premiere® Pro.
It is stored as an alpha mask.

After that, the alpha channel is retained,Export the video and you are done.

Green background disappears (partially) when green area is selected with the "eyedropper tool
*The entire image is selected by selecting the area with the highest saturation-lightness as possible.

Fine-tune highlights and pedestals to eliminate uneven disappearance.
(Check the timeline as you move it)

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Export in Apple ProRes

1. Select the "Export" tab in
   Adobe® Premiere® Pro and
   save to Media File."
   black areas in
   Adobe® Premiere® Pro.
   It is stored as an alpha mask.

2. Specify the destination in
   "File Name" and "Location"
   and click "Save" to save the
   file, Preset" to "Custom."
   Format" as "QuickTime",
   Video Codec." Set to "Apple
   ProRes 4444".

3. From the "Basic Video"
   settings enable "Audio" and
   "Video" and disable
   "Captions", "Effects" and
   "Metadata".
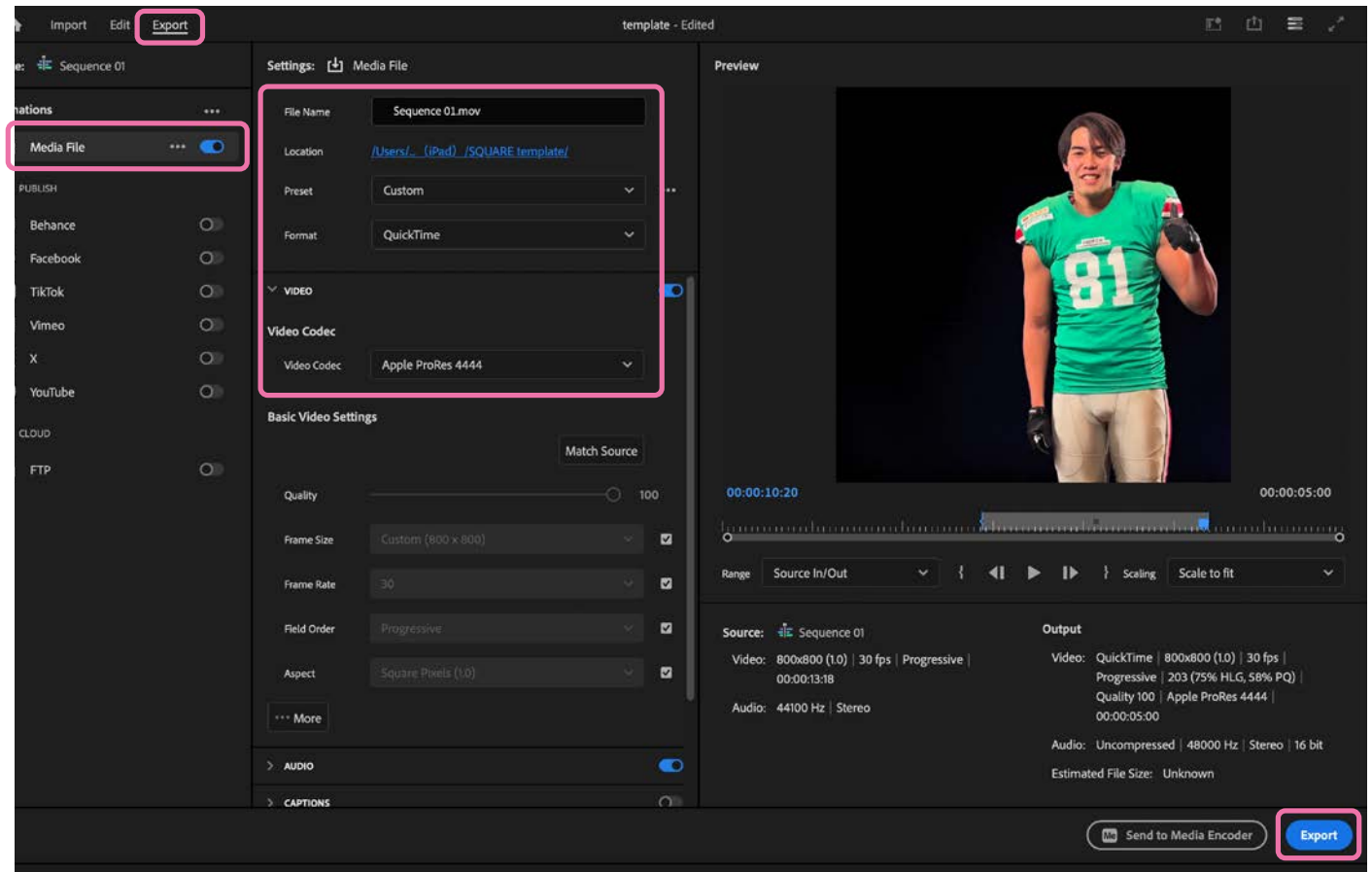
Export in Apple ProRes

4. The settings for "Video" shall be as follows

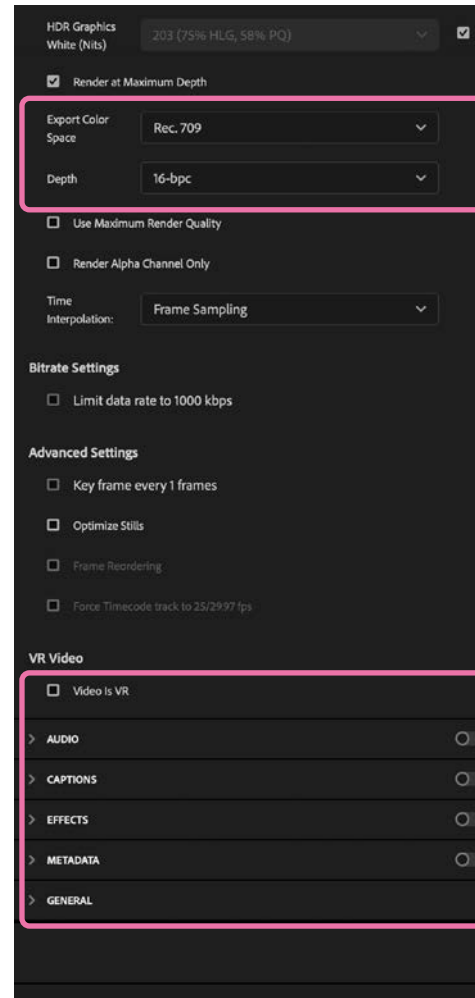| video codec	Apple ProRes 4444
Basic Video Settings	adapt to the source
Export color space	Rec. 709.
number of bits	16 bpc + alpha

5. Change the "Scope" to "Entire Source" or Source in/out", Click the "Export" button.

Background transparency,
Apple ProRes 4444 (QuickTime .mov)
video files.

Data conversion for iOS ▶ P14

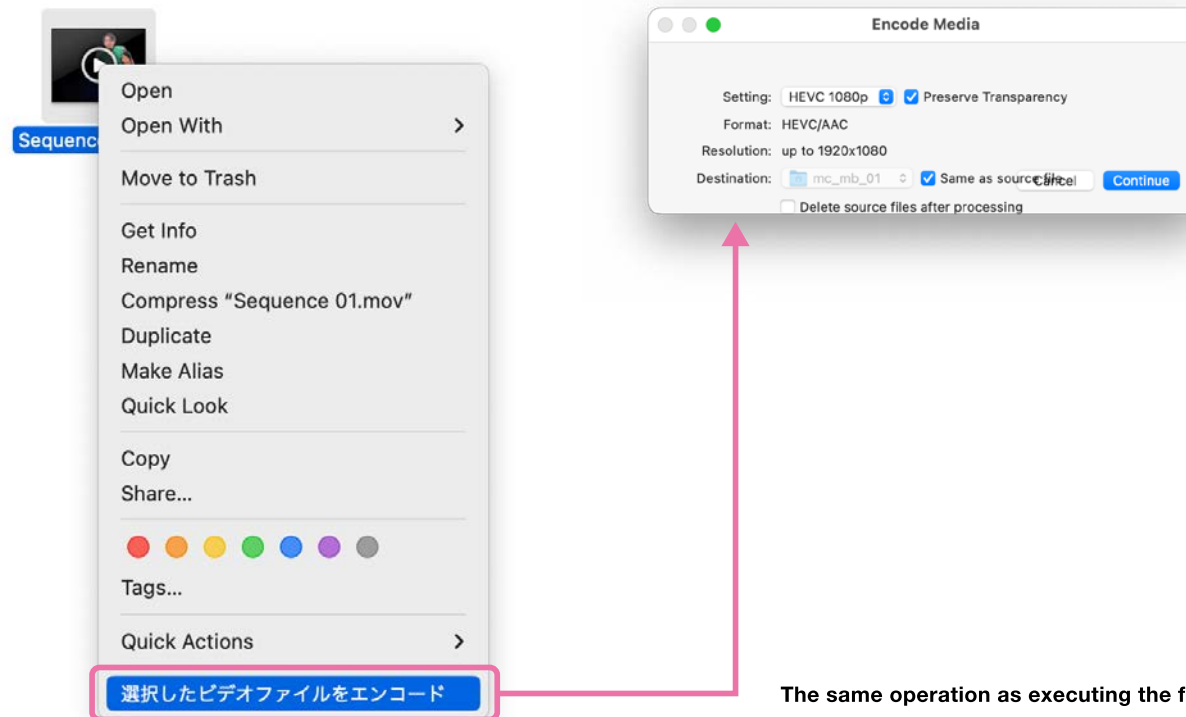Data Conversion for Android ▶ P15

Apple ProRes 4444 cannot be played on Windows Media Player or VLC Player, but can be played using Adobe® Premiere® Pro / After Effects® or DaVinci Resolve.

Video Template Creation

Saving video in HEVC Video with alpha (using MacOS functionality)

1. Copy the Apple ProRes 4444 format video (.mov) files exported by Adobe® Premiere® Pro to a MacOS machine.

2. Select a video (.mov) file in Apple ProRes 4444 format in the MacOS Finder and choose "Encode Selected Video File" from the context menu (right click).

3. In the "Encode Media" dialog, set "Settings :" to "HEVC 1080p" and "Keep Transparency" and press the "Continue" button.

4. Encoding begins and a file with subscripts to the original filename (this will be the HEVC file) is generated.

The same operation as executing the following command from the MacOS console

$ avconvert --preset PresetHEVC1920x1080WithAlpha -s . /tmp.mov -o . /output.m4v

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Video Template Creation

Data Conversion for Android Saving video in WebM (using FFmpeg tool)

1. WebM files can be exported using FFmpeg from Apple ProRes 4444 format video (.mov) files exported by Adobe® Premiere® Pro.

2. Execute the following command to export the WebM file.

```
$ ffmpeg -i ( input file <ProRes 4444 or other transparent video >) ( filename ).webm
```

Other options available in FFmpeg

> -r (N) : Specify frame rate
>
> -plays (N): Specifies the number of plays
>
> -f (format): Specify the format to convert to

If the input file contains an alpha channel, the output will also have an alpha channel.

WebM files can be loaded into web browsers such as Chrome and Firefox for playback.

Options

Procedure for overlaying a template (design frame for a still image)

1. Load template data into the project panel (lower left area of the screen).

2. Drag and drop the template file onto "Video 1" in the sequence panel.
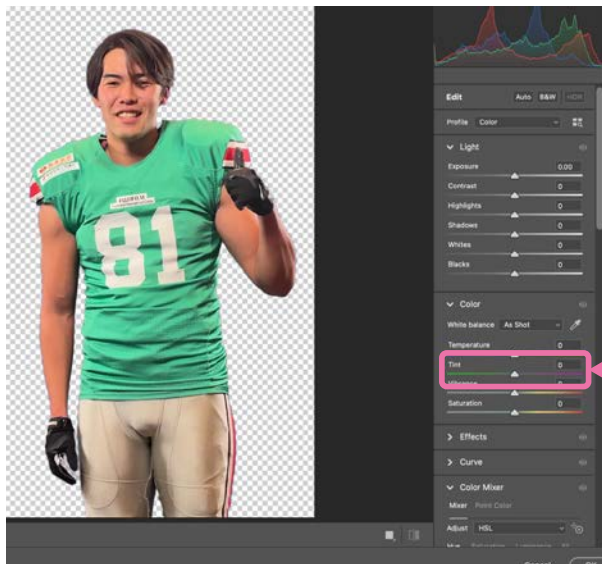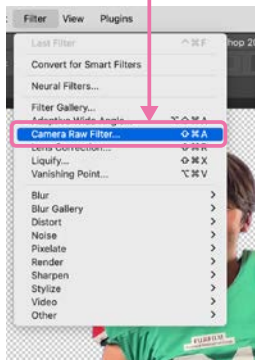
Template data

SQUARE_MINERVA.png
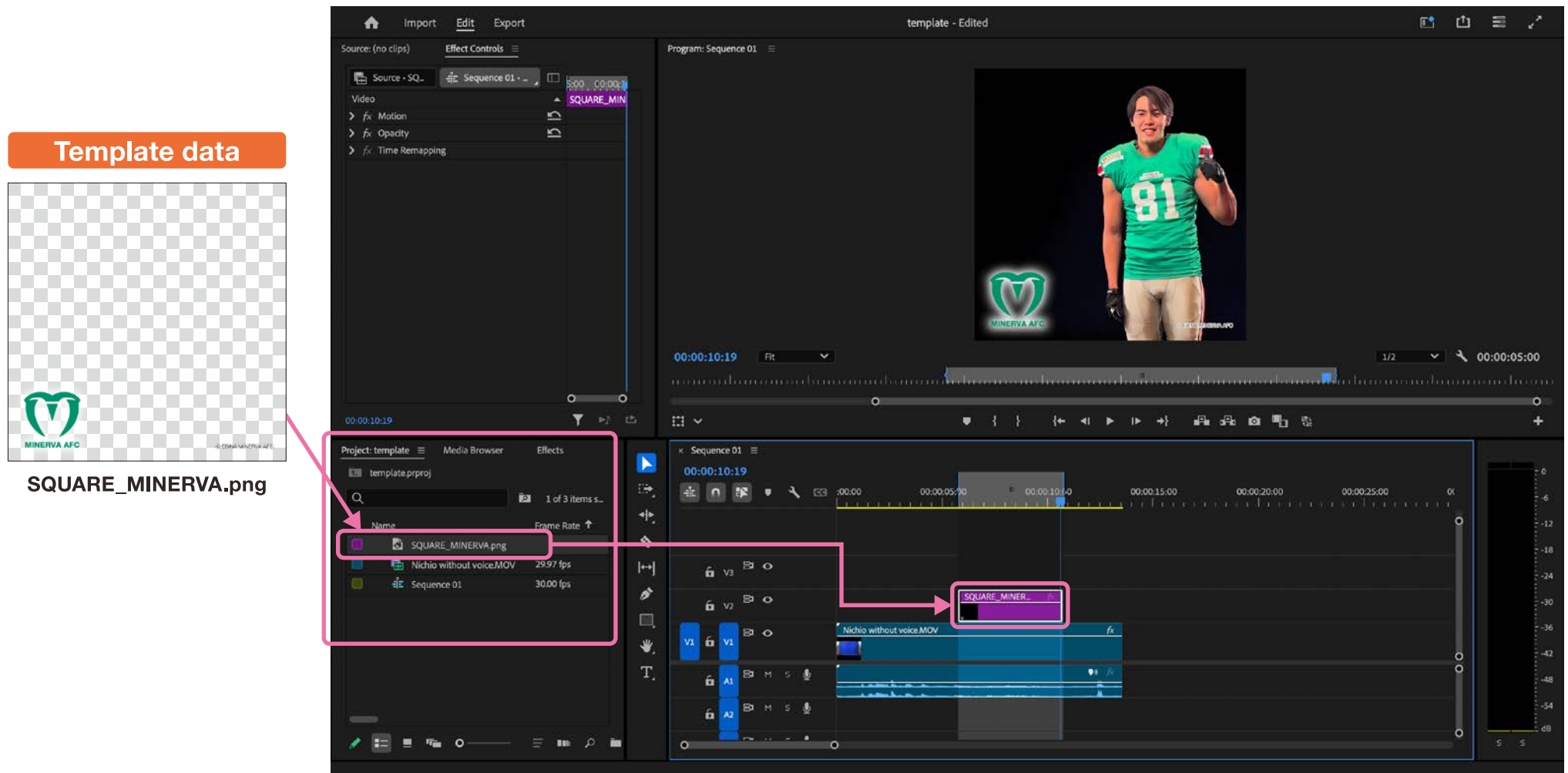
Color blur remains at the border between the person and the background

Create a new layer below the layer of the subject image and fill it with a complementary color (such as purple or red) or black, where color coverage is noticeable, so that it is easy to see if there is color coverage at the border between the person and the background.

1. From the "Filter" menu Select the Camera Raw filter.

2. From the "Color" submenu, adjust the "Color Blur Correction" slider to the right (toward purple) and press the "OK" button.

   If the color coverage can now be corrected, save the image.
   (If there are no problems with the shooting conditions, the color blurring at the boundary can be removed at this point.) If the color blurring cannot be removed, continue with the procedure in Section 3.4.
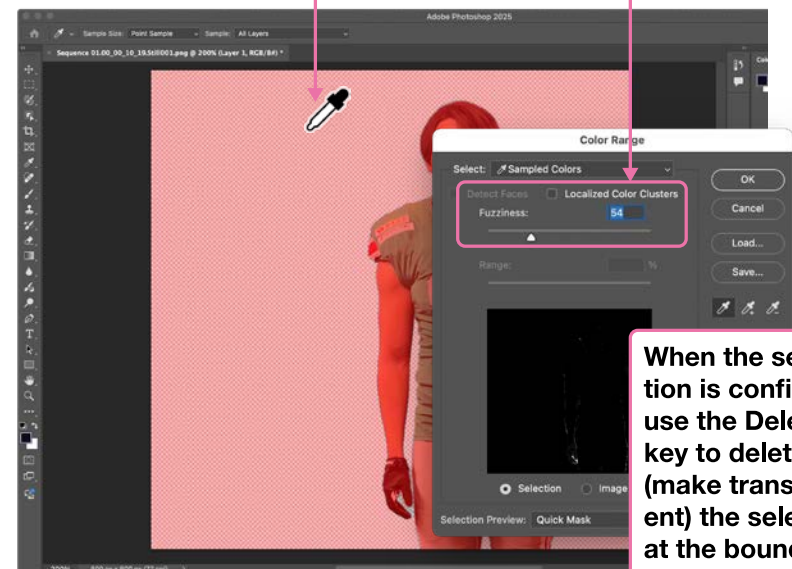
3. From the "Selection" menu, select "Color Range...", Select the color coverage with the eyedropper tool, Adjust the "Tolerance" slider so that the color-covered area is selected.

Camera Raw Filters

Adjust green cover with slider

With the "eyedropper tool" Click on the green area

The selected green Adjust color range with slider

When the selection is confirmed, use the Delete key to delete (make transparent) the selection at the boundary.

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Timer animation gif video conversion

● After Effects® (Windows/Mac)
● Used to convert timer images for instax Biz™app

1. Load the animation gif file into After Effects®. The HEVC file is generated.

2. Drag the loaded animation gif file to the timeline (lower right area).

3. Edit the video on the timeline to the length of time you want to output.
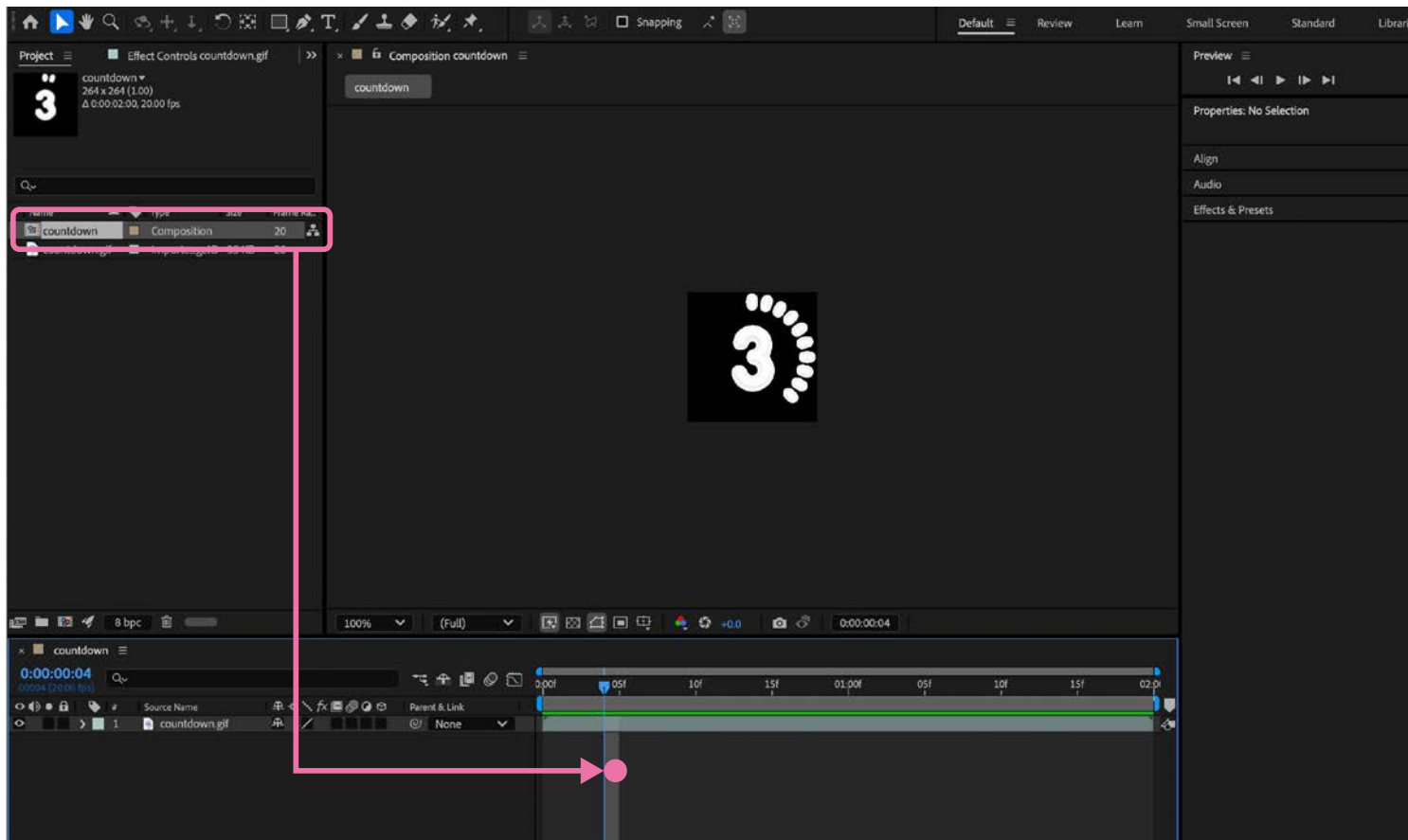

Tips!

When using the "In-camera Mirror Mode" with the instax BizTM app, the video template will be played in a mirrored state. When using the "In-camera Mirror Mode", we recommend that you either do not use the timer animation, or that you use a mirrored timer animation. If you do not use the timer animation, you can add audio or use the app's "Settings" > "Video shooting timer settings" to notify the user of the shutter timing.
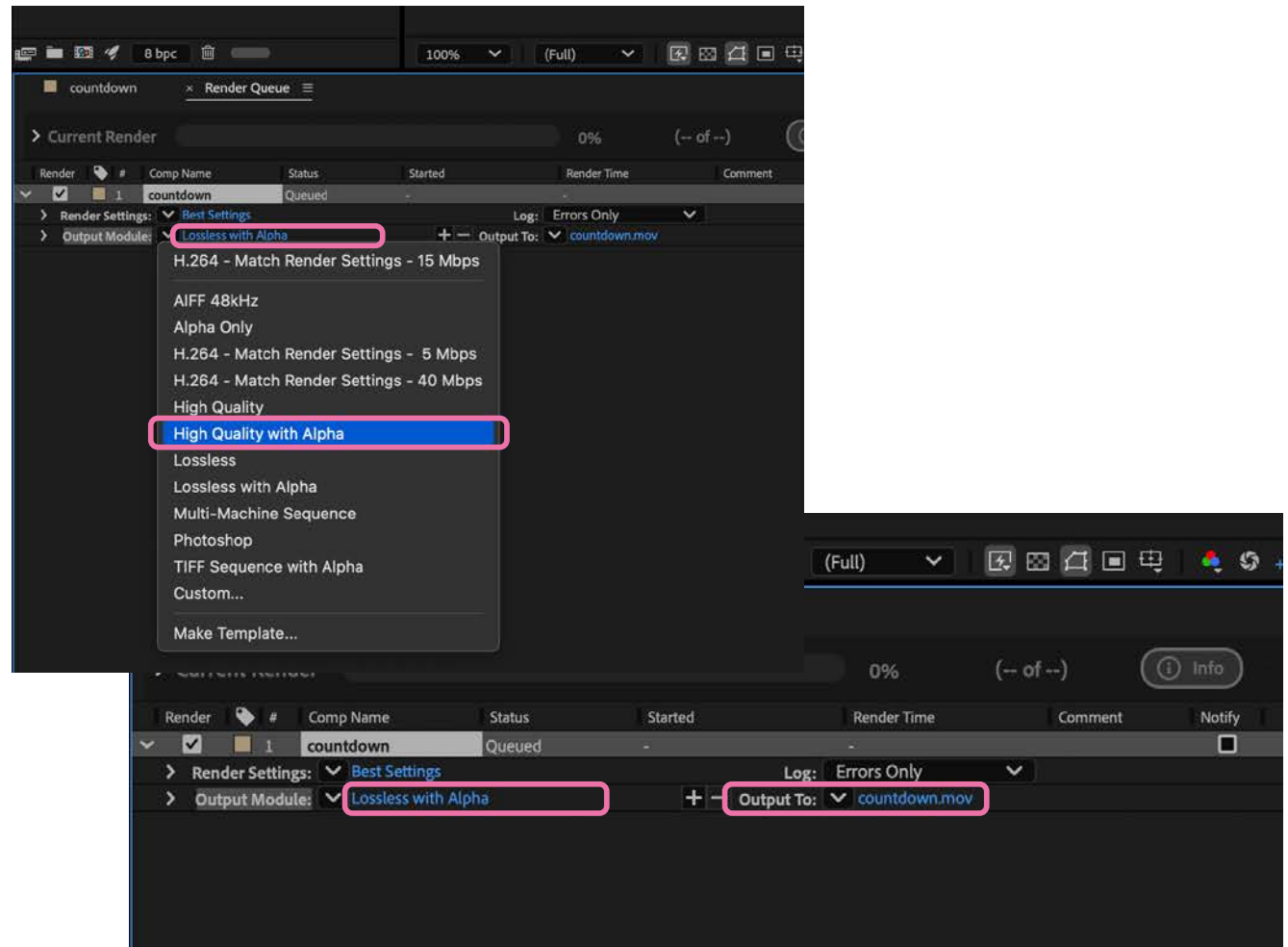
Timer animation gif video conversion

4. Select "Add to Render Queue" from the "Composition" menu.
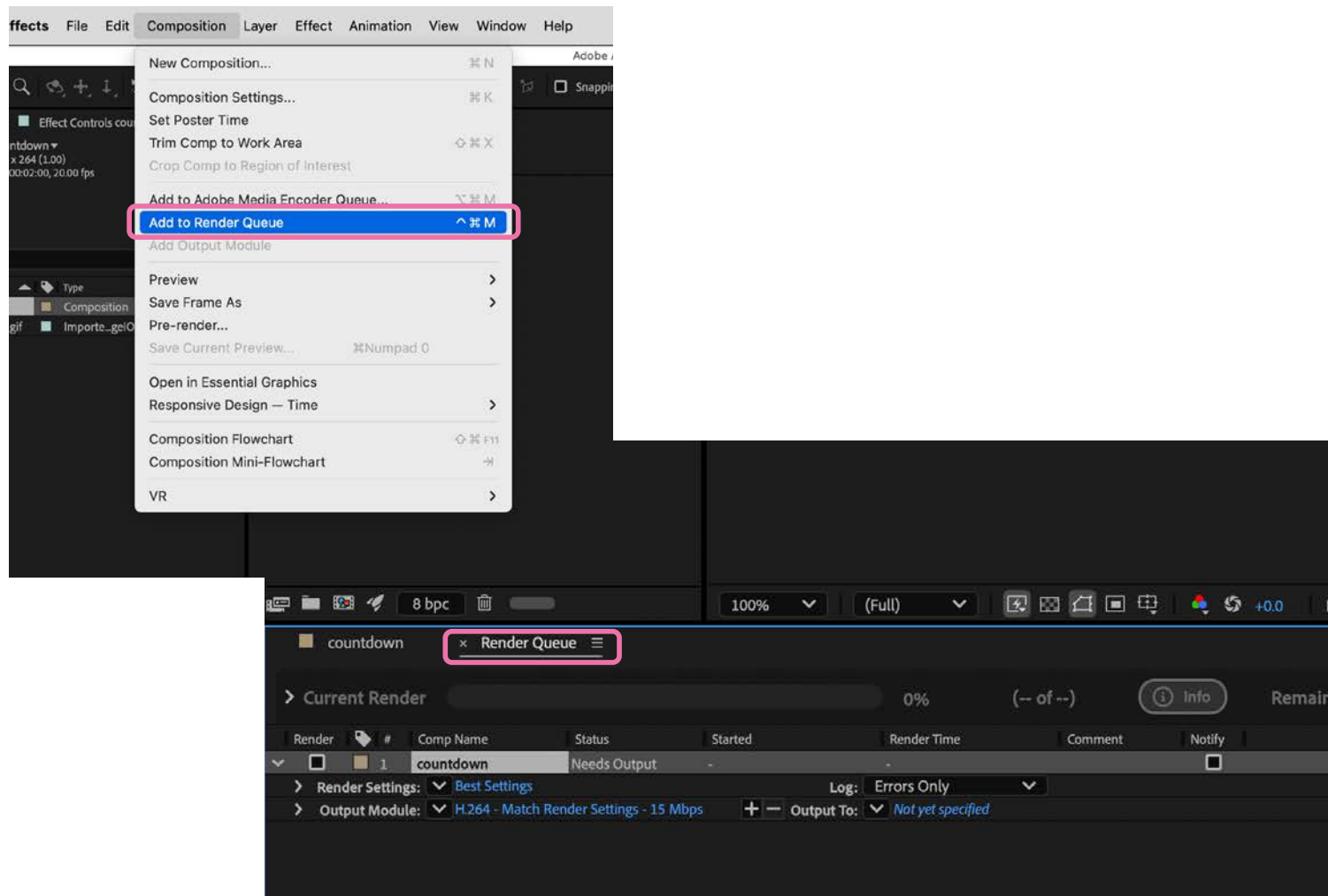
Timer animation gif video conversion

5. In the left panel of the timeline Select the "Rendering" tab.

6. In the render tab set "Output Module" to "Lossless with Alpha", Select the destination directory and file name in the "Output to:" field.

Timer animation gif video conversion

7. Click on the "Lossless Compression (with Alpha)" string that you have set to display the Advanced panel (Output Module Settings).

8. Set the following settings on the "Main Options" tab of the Output Module Settings screen.

form (something takes)	QuickTime
Post-rendering processing	nashi (Pyrus pyrifolia, esp. var. culta)
Video output	Check.
channel	RGB + Alpha
color depth	Millions of colors+
color	Synthetic channel (with mat)
Audio output turned off	Select

9. Press the "Render" button.
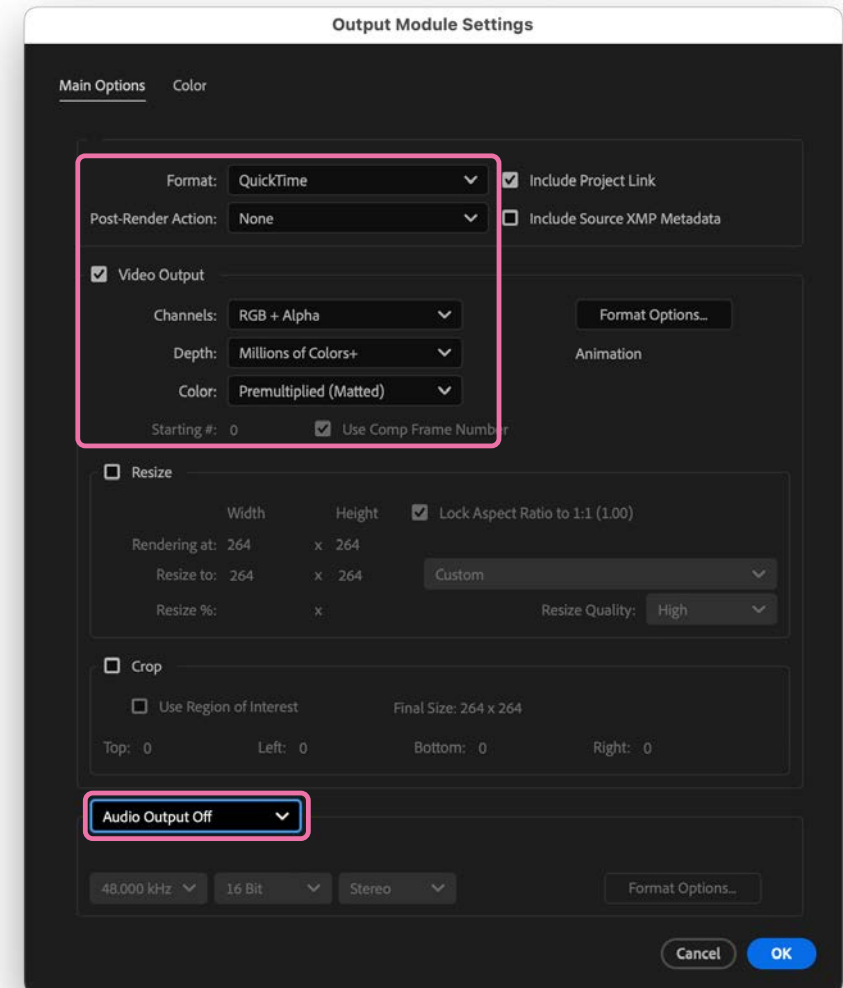
Save still image of last frame of video

● After Effects® (Windows/Mac)
● Using Adoble Adobe® Photoshop® (Windows/Mac)
● instax Biz™app template used for final composite photo

1. Select a frame from the transparent background video created in Adobe® Premiere® Pro , and then click on the Timeline Select the final frame (the frame you want to output a still image).

2. In the source panel (upper left area of the screen) Select the "Effects Control" tab, On the "Ultra Keys" submenu, to the left of the string Click on the "fx" symbol to display the gleeback.

3. Program panel (upper right area of the screen) Click on the camera symbol icon (= Export Frame).

4. In the "Export Frame" dialog, select "Format". Select "PNG," choose a destination, and click "OK.

Still images are saved in PNG.

Clicking this icon hides the Ultra key effect.
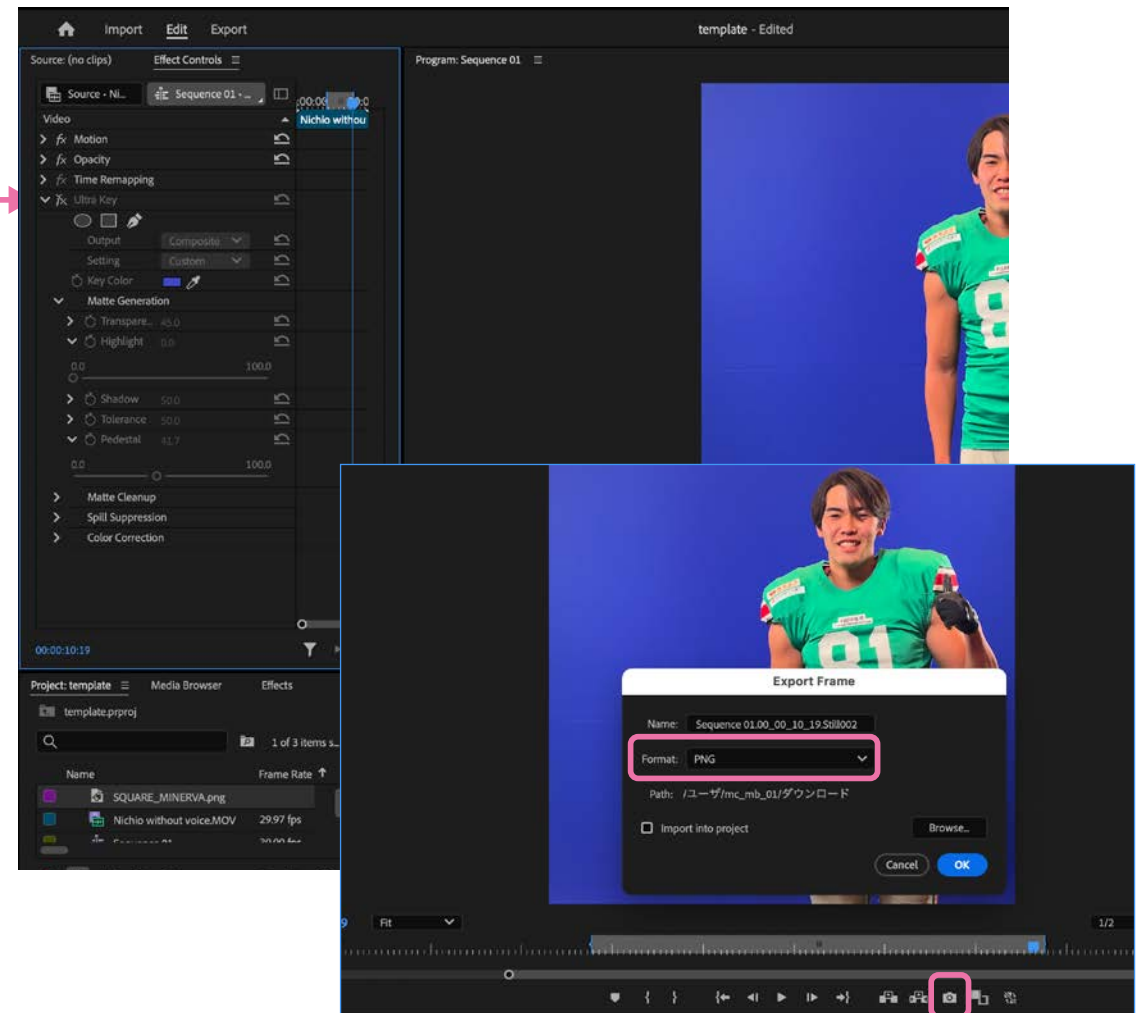
Still image of selected frame can be saved by pressing the camera icon.

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Options

Transparent background

1. Open the output still image from the final frame of the video in Adobe® Photoshop®.

2. Clicking on a subject with the Object Selection Tool selects the person part.

Object Selection Tool" "Object Tool

Click on the person part
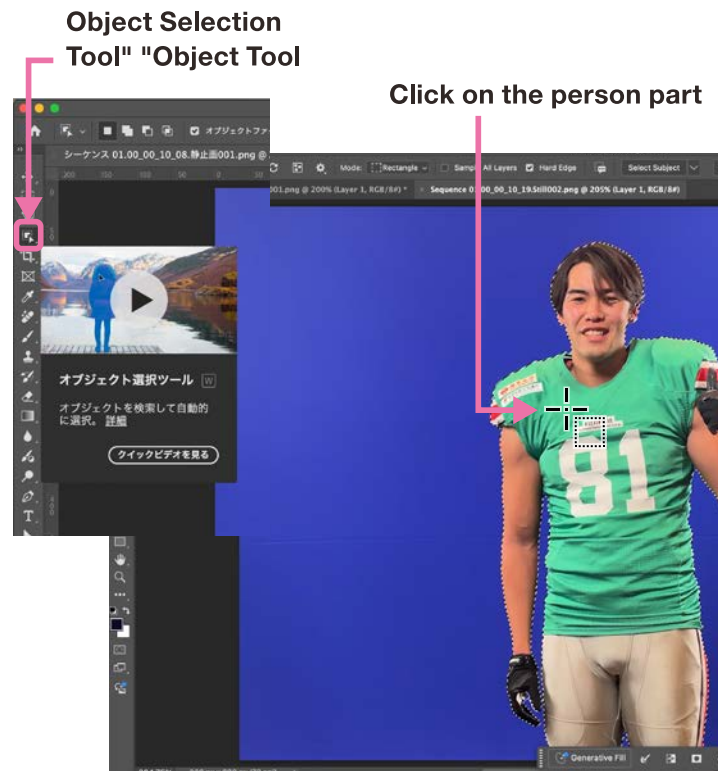
3. From the "Selection" menu Select "Invert Selection" and press the Delete key. Erase the background area.

If you invert and erase the selection, the background color (green background) will be erased.
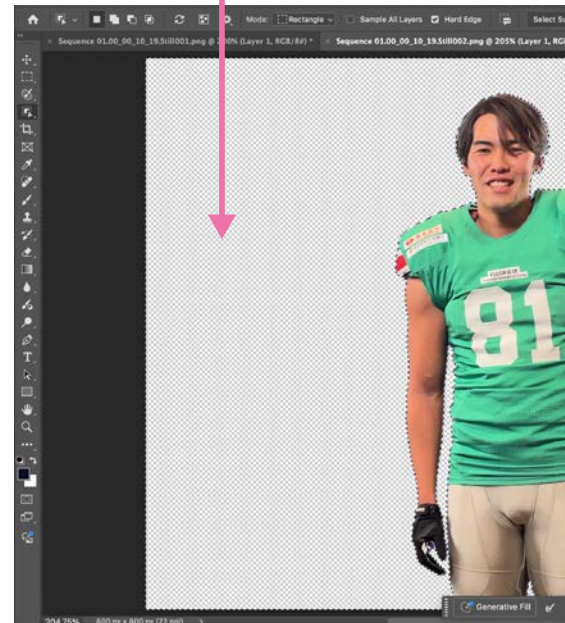
4. From the File menu "Export" Select "Quick Export as PNG" to save a PNG image with a transparent background.

Quick Export to Overwrite and Save