

## Final Cut Pro X Plugin White Balancer Released by FxFactory

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Noise Industries today is proud to announce its recently added CineFlare White Balancer to its collection of plugins available in FxFactory. With White Balancer Effect users can utilize the Color Picker to find the exact white balance color. Correct white balance is a simple yet crucial part of editing footage. Though editors only have a red, green and blue slider to manage, attempting to tweak these sliders to the exact color combination for the white balance can be like trying to crack a safe.

Boston, Massachusetts - Noise Industries, developer of visual effects tools for the post-production and broadcast markets, recently added CineFlare White Balancer to its

White Balancer is a one-click white balancing tool that uses a color picker to dial in the perfect white balance for images. Correct white balance is a simple yet crucial part of editing any footage. Though editors only have a red, green and blue slider to manage, attempting to tweak these sliders to the exact color combination for the white balance can be like trying to crack a safe. White Balancer makes the process extremely simple. CineFlare White Balance is available now through FxFactory for 49 USD.

### Using White Balancer

#### One-Click Corrections

Drag and drop White Balancer onto the desired clips. After a few simple clicks, a color window will pop up. The editor then simply selects the magnifying glass, which acts as a

colors to automatically adjust for the correct white balance.

#### Further Adjustments

To adjust the clip further or intensify the whites, editors can either slide the right hand slider of the color picker dialogue closer to the top, or open up the red, green and blue sliders. Editors can then make micro-adjustments to the colors to their specific liking.

#### Full Exposure Controls

White Balancer has an array of exposure controls, which can be used to dial in the correct exposure once the correct white balance is achieved. Editors can then increase the brights and punch up the image with the contrast tool to give it some depth.

#### Additional Color Controls to Add Depth

Four preset controls allow editors to add more depth to the image. These controls play with the reds, yellows, greens and blues of the mid tones and really add another layer to videos. There is also a custom color creator for users who want to customize their own unique look.

#### About CineFlare

Launched in September 2012, CineFlare is a special effects company born out of DSLRcinema.com. CineFlare creates flare effects, templates, and color grades to be used in Final Cut Pro X and other editing software.

#### White Balancer for FCP X:

<http://fxfactory.com/blog/effects-2/final-cut-pro-x-white-balancer-plugin/>

#### YouTube Video 1:

<http://www.youtube.com/watch?v=322SLgqpnv4&hd=1>

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

YouTube Video 2:

[http://www.youtube.com/watch?v=-PSBEUs\\_vkE&hd=1](http://www.youtube.com/watch?v=-PSBEUs_vkE&hd=1)

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[http://www.noiseindustries.com/store/buy/index.php?buynow\\_id=whitebalancer&title=White%20Balancer&icon=cineflare-whitebalancer.jpg&download\\_id=whitebalancer](http://www.noiseindustries.com/store/buy/index.php?buynow_id=whitebalancer&title=White%20Balancer&icon=cineflare-whitebalancer.jpg&download_id=whitebalancer)

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App Icon:

<http://fxfactory.com/blog/wp-content/uploads/2013/08/White-Balancer.png>

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Link To Article: <https://prmac.com/release-id-60820.htm>

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