



br24

High Quality Media Solutions

IMAGEEDITING
BILDRETUSCHE24

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1. OUR ORIGIN

Br24 High Quality Media Solutions is specialised in image editing used in marketing & sales, planning & development, e-commerce, real estate and more. As an internationally operating company, headquartered in Germany and with branch offices in Vietnam, we work worldwide for over 1.100 customers. Whether clipping, masking, retouch, colour correction, vectorization, layout editing or CGI – Br24 is your professional partner in all matters of image editing.

With perfect and appealing images, we ensure that your ideas, products and services will be in the spotlight. While you focus on your core business. Visualise your ideas, strengthen your products and increase your sales as well as your customer satisfaction.



"In order to offer the highest quality, we have to go with open eyes and ears through the world. We need to know the needs of our customers as well as those of our employees, always have the finger on the pulse of time and welcome new ideas with open arms. That's how we can develop our full potential."

Markus Vortkamp, CEO

OUR MISSION

Our goal is to be the best and leading image editing service provider with the highest German quality. To achieve this goal, we let the visions of our customers come true. And offer our high-quality services to all over the world.

Our work is always customer-oriented and we develop individual solutions for our customers as needed. We offer our customers a wide range of services, where everything comes from one source. So that we always meet the requirements, goals and budgets of our customers.

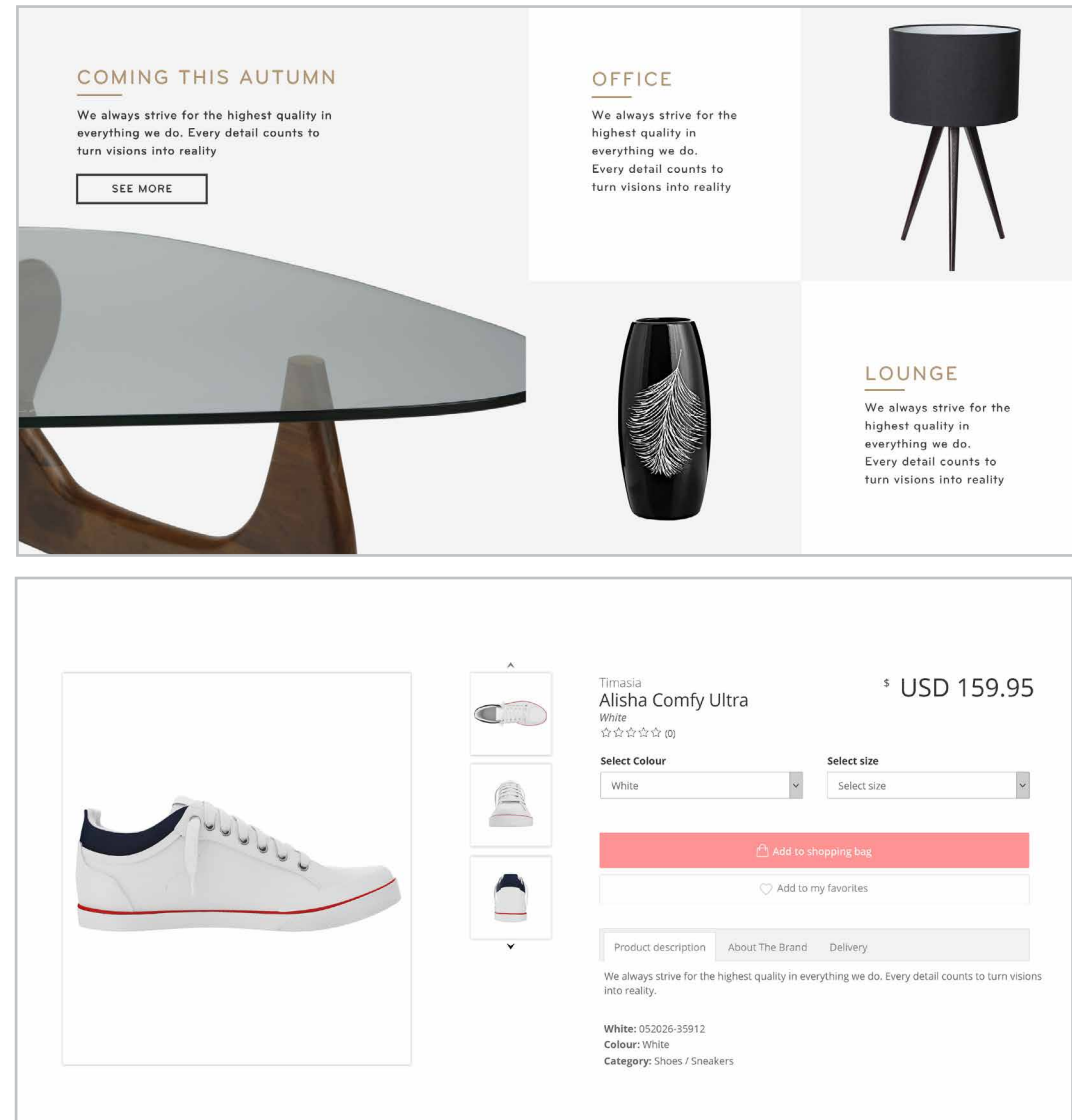
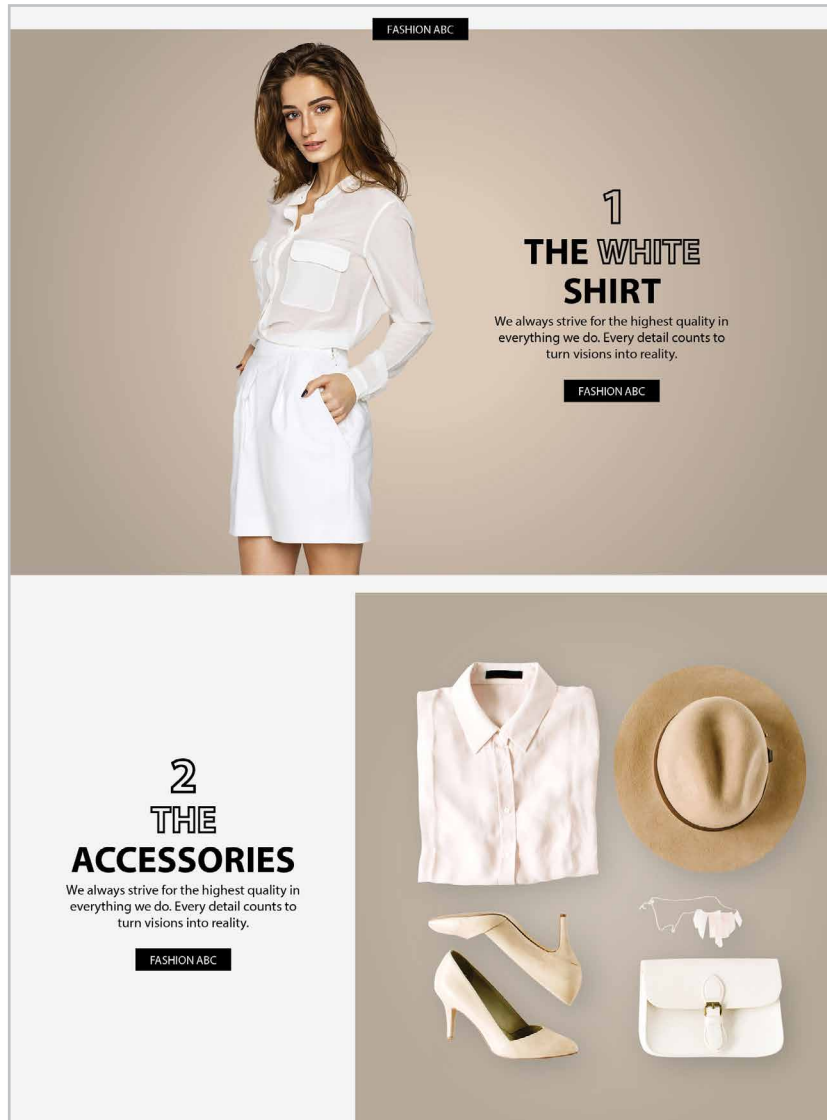


OUR VALUES



2. CLIPPINGS

Clippings make it possible to separate individual image elements from their original background. With manually created, pixel-precise clipping paths, we produce high-quality clippings. Regardless of the complexity of the images and objects. Subsequently, the clippings can be combined with different backgrounds. Or they can be harmoniously integrated into various image compositions by composing, such as for advertising and corporate design. Especially for the presentation of products in online shops and catalogues, clippings are indispensable. Diverse options of utilisation save time and costs.



2.1 DIFFERENT TOOLS FOR CLIPPING

Depending on the complexity of the images and objects, there are different clipping methods. For optimal results, several methods are often combined.

Pen Tool:

Creates a clipping path and is the most common and most professional way to separate objects with clear outlines, straight and round edges. Manually and pixel-precise, piece by piece, a closed vector path is set around the entire object. Adjustments to individual anchor points allow precise rounding.



Lasso Tool:

The different lasso tool types are suitable for high-contrast motifs. The selection is made based on colour values or contours and can be refined afterwards with other tools.



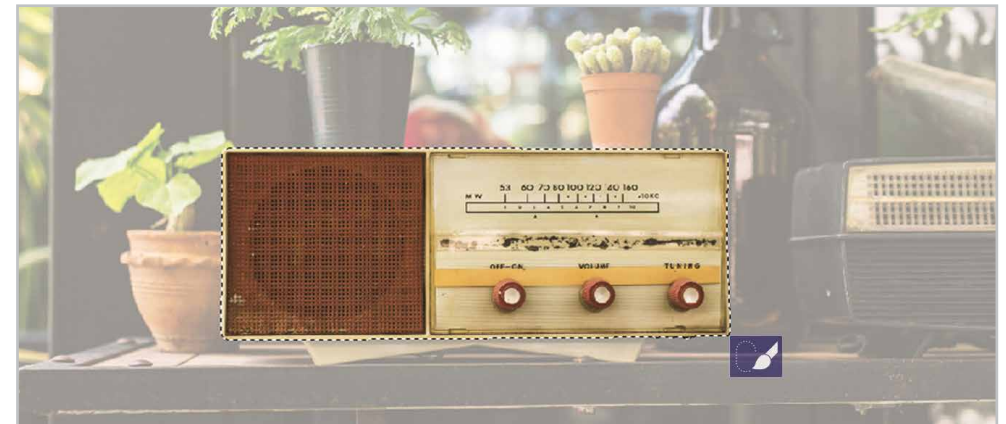
Magic Wand Tool:

For images with similarly coloured areas and little details. Measures the colour value of a selected area in the image and selects all surrounding pixels within a defined tolerance range. Inaccuracies are corrected manually.



Quick Selection Tool:

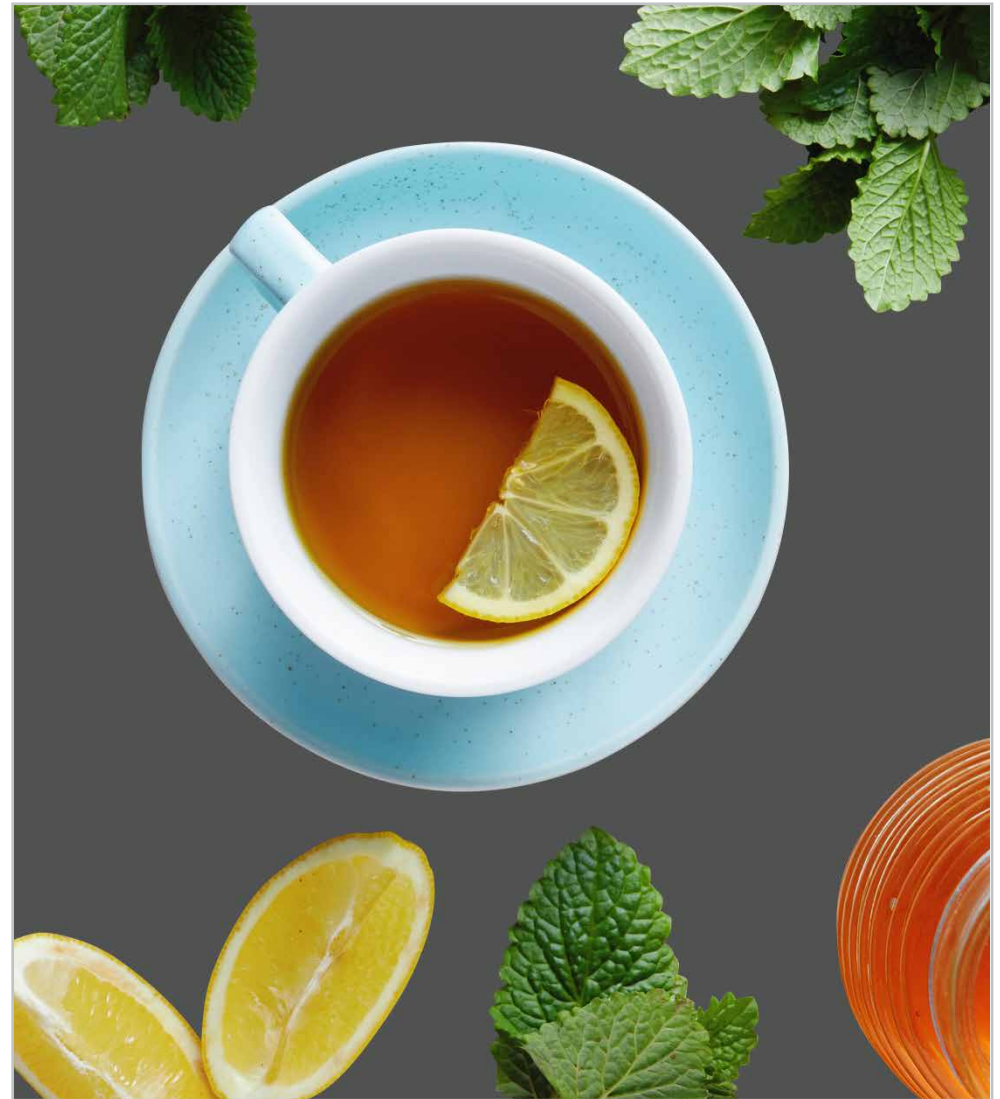
With this brush tool, a selection is "painted" by hand. Similar to the magic wand tool, contiguous image areas are selected with similar colour values. This enables a large, detailed selection relatively quickly.



3. SOFT MASKING & ALPHA MASKING

The terms soft masking and alpha masking refer to the same Photoshop technique. There is no difference between them. This technique is used to separate even very complex image elements such as hair, fur, smoke etc. from an image. Depending on the image element and the desired result, a mask with hard or soft outlines is created.

Example: Masking with soft and hard sections, depending on the original image.



3.1 LEVELS AND WORKING STEPS

Depending on the complexity of the image elements and the desired result, especially with regards to details, the soft masking or alpha masking is subdivided into different levels with various work steps.

Level 0: A path is created around the image elements. The path selection is then saved as an alpha channel or alpha mask. This results in hard outlines. Additional work on the mask is not made.

Level 1: Using multiple alpha channels, details can be separated very quickly with soft and more detailed outlines.



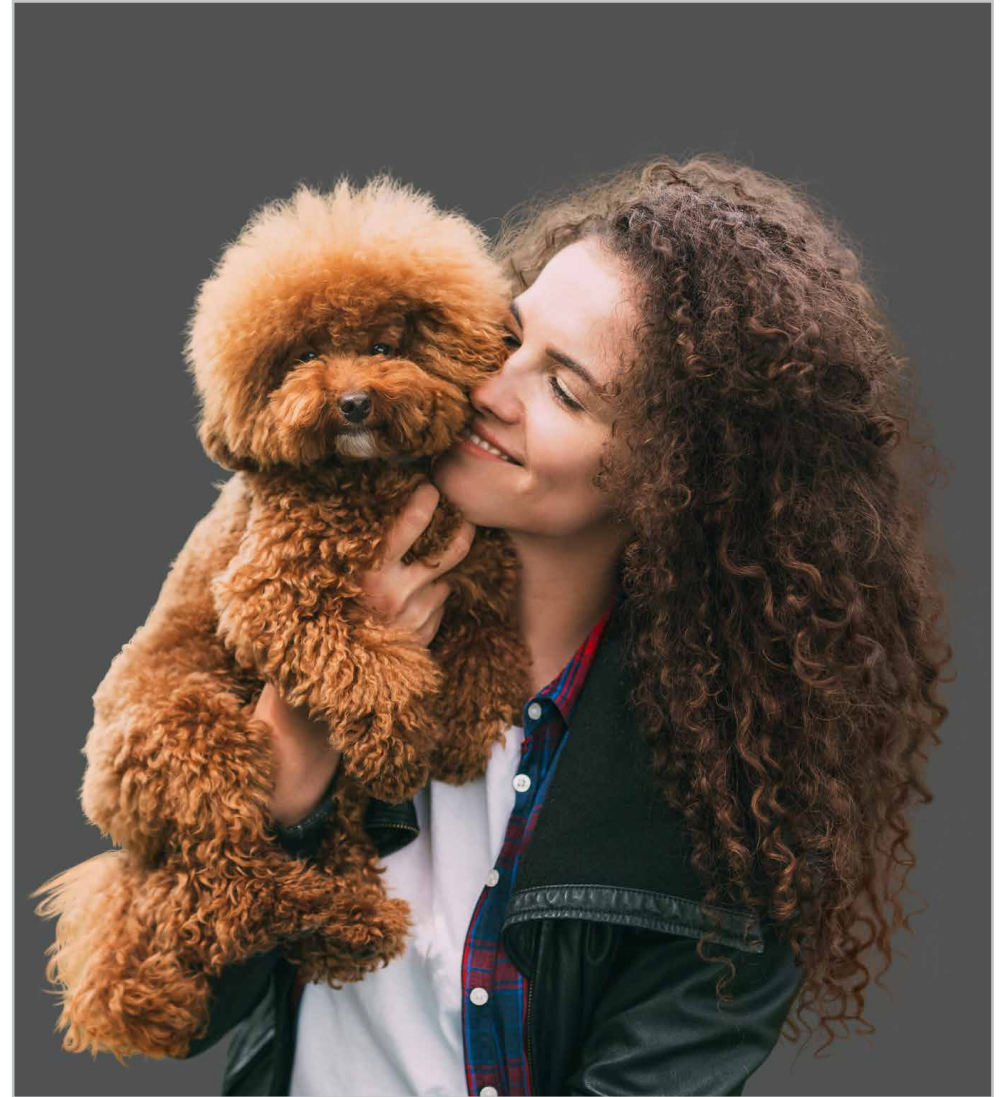
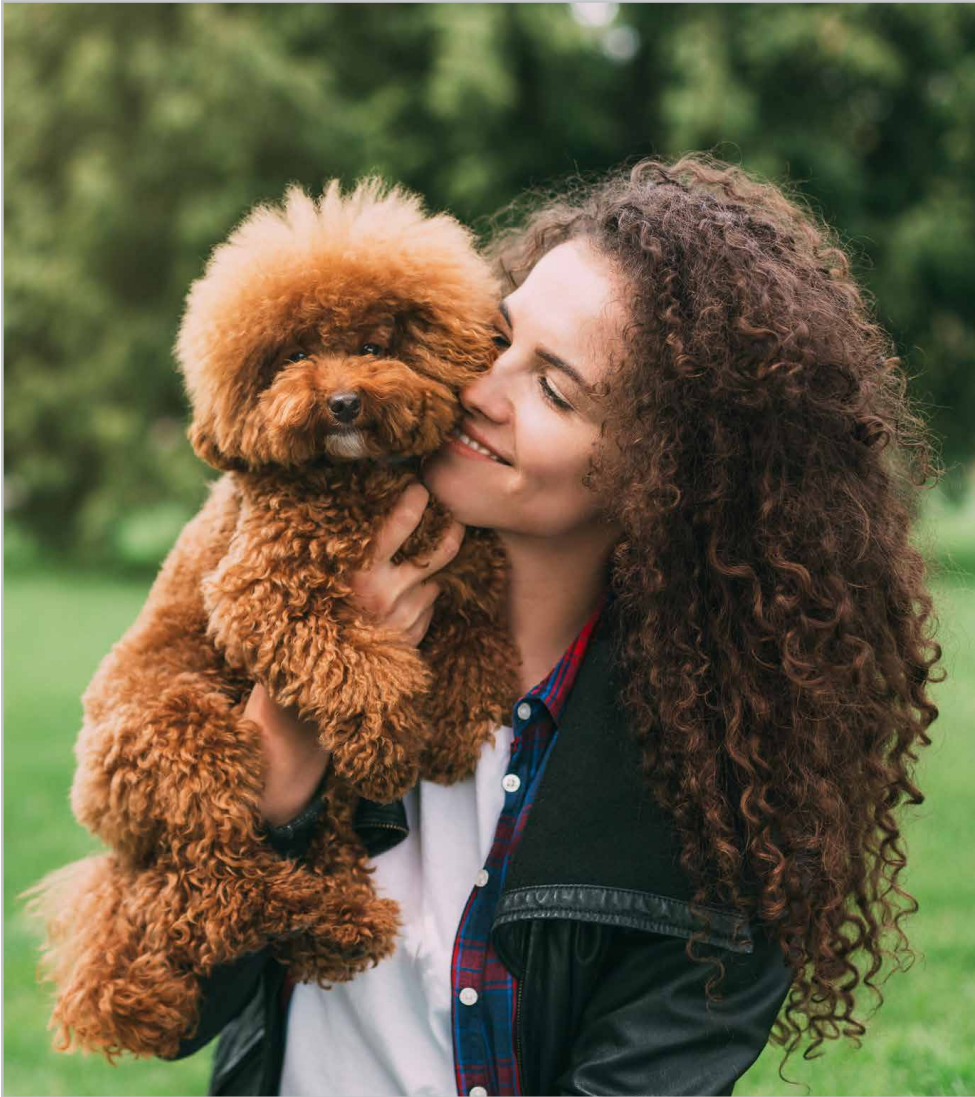
Level 2

Several alpha channels are created and then further optimised. For a more detailed and better result, the alpha channels are adjusted using the Dodge and the Burn tool. This process takes more time than Level 1.



Level 3 & Level 4

Several alpha channels are created, optimised and, in addition, individual elements are subsequently redrawn by hand. The redrawing is done in the alpha channels, so the original image is not changed and no additional elements are added.

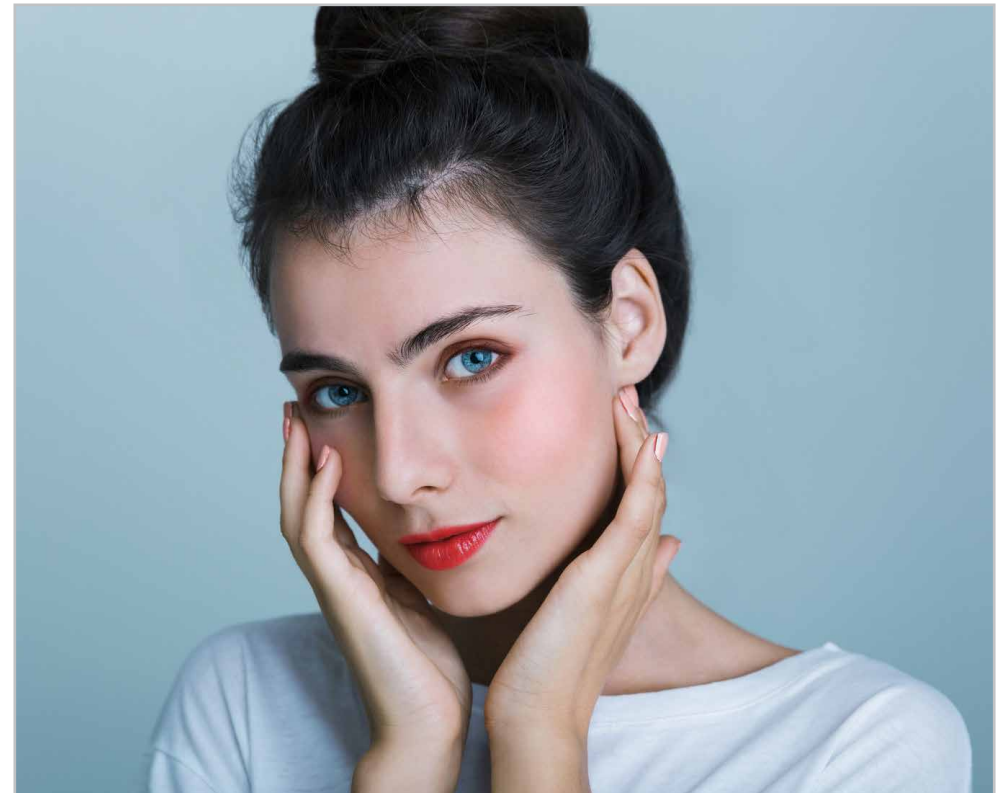


4. IMAGE RETOUCH

Professional image retouching includes the optimisation of images, the repair and removal of irregularities, distortions and unwanted objects in the image. This often very complex process requires the right techniques, highest precision and an eye for the smallest details. So that in the end result the retouching is not recognisable.

4.1 BEAUTY RETOUCH

The aim of beauty retouching is to retouch human faces and bodies according to a certain ideal of beauty and to emphasize attractive details. The beauty retouching is used, among other things, for images in the fields of advertisement, fashion, cosmetics, wellness, portraits and editorial.



Beauty retouching includes, for example:

- Adjustment and optimisation of light, colour, contrast
- Add colours to improve the overall appearance
- Skin optimisation
- Eye editing
- Teeth whitening
- Change of proportions and balance of asymmetries
- Remove flying hairs and add hair, e.g. to fill any gaps
- Adding digital make-up

4.1 PRODUCT RETOUCH

Product retouching is about the optimal presentation of various products for print and online. For example, textiles, clothing, footwear, furniture, jewellery, cosmetics, toys, electronics and high-quality products such as cars, machinery and tools. For e-commerce, magazines, catalogues, advertising materials such as flyers, handouts, advertisements and more.



Product retouching includes, for example:

- Adjustment and optimisation of light, colour, contrast
- Remove irregularities, e.g. dust, scratches, stains, fingerprints etc
- Optimise, remove or add reflections, shine and shadows
- Optimise or replace surface textures, e.g. plastic, metal, textile, glass



Additionally:

- Replace colours, recolouring of product details
- Remove background (clipping)
- Ghost model (invisible model)

4.2 IMAGE RETOUCH TOOLS

Adobe Photoshop offers various tools that are suitable for image retouching. For best results usually different tools are combined. Especially the Clone Stamp Tool and various Brush Tools are often used.



Clone Stamp Tool

Copies image information from a selected image area to another. The Clone Stamp tool can be used, among other things, to remove artefacts or duplicate objects. To make the retouching process as invisible as possible, the copy source and destination should be as similar as possible and have the same brightness values and the same structure. In addition, settings for opacity and flow, as well as the selection of any brush tip for precise control of the size of the copied area are possible.



Healing Brush Tool

The Healing Brush tool works similarly to the Clone Stamp tool. However, the image source is not simply copied, in addition, information about the pattern, brightness and colour values are also processed. This makes it possible to correct small artefacts without transition.



Spot Healing Brush Tool

Works similar to the Healing Brush tool, but it is not required to manually specify a sample point. The Spot Healing Brush is particularly suitable for small areas and to eliminate minor artefacts or disturbances on a uniform background. It is, for example, used in beauty retouching for the quick removal of blemishes, small moles or the like.

5. GHOST MODEL

A ghost model in image editing refers to a retouching technique in which two or more product images are combined to remove a model, mannequin, or bust. The technique is common in product photography of fashion for online stores, catalogues, etc. Also common are the terms invisible model, Hollow Man, neck retouch, inlay retouch.



As a result, the garment looks like it is being worn by an invisible model. Previously hidden views and details, e.g. the inner part of a collar or waistband, and, for example, the front view can be shown together in one picture with this technique. At the same time, the optimal fit of a product is shown. The retouching effort depends on the desired result, the starting material (the photos) and the product itself. Different views such as front, back, side are possible. In addition, 360-degree views can be created.



6. COLOUR CORRECTION

During colour correction, the effect of the colours and the tonality of images is subsequently adjusted and changed. During the process, for example, colours, contrasts and brightness are optimised and corrected, and distracting colour casts are removed. In beauty retouch, for example, the colour of skin tones is enhanced like this.

6.1 RECOLOUR

With colour masks, selected image areas can be adjusted and, for example, recoloured separately. Like this, different colours, designs, structures and textures can be displayed with just one initial picture. Especially with product images, this is a very efficient way to create many images that show different product variants.



6.1 ADJUST SKIN TONES

Often, the skin has different shades. By selective colour correction and changes in saturation and brightness, individual colours are adjusted in previously selected areas. To correct colour differences and adjust skin tones. This is especially common in beauty retouching.



6.2 RGB MODE

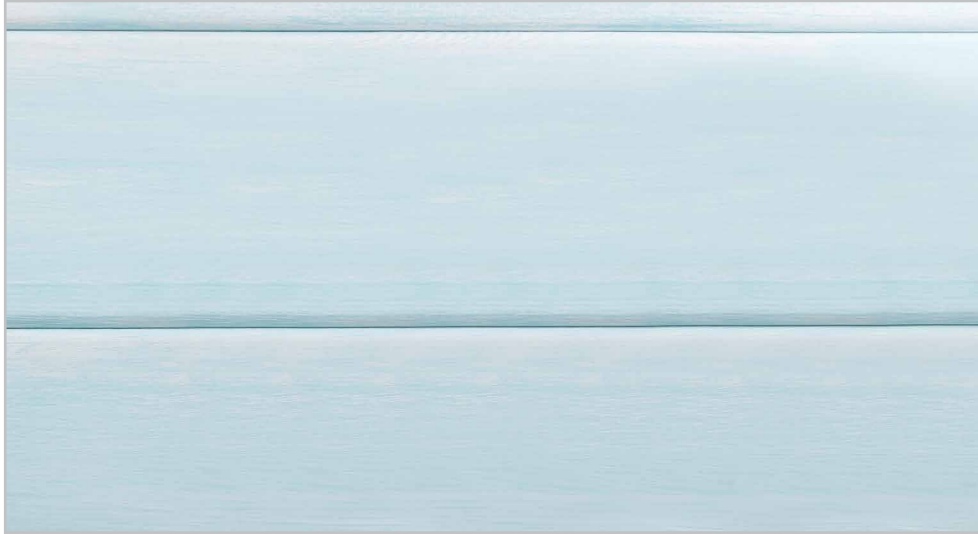
A colour space defines the representable colours, like a colour palette. The RGB colour space is formed by the colours red, green and blue. Colour and tone adjustments should generally be done in RGB mode. RGB represents a wider range of colours than, for example, CMYK. This means, i.e., that after colour corrections usually more colours are preserved.

We work with the Adobe RGB colour space, one of the largest colour spaces for image editing in RGB mode. It has been designed to encompass most of the colours that can be achieved with CMYK colour printers, but uses the RGB colours in digital output. The display on a screen is thus very similar to the output on a printer.

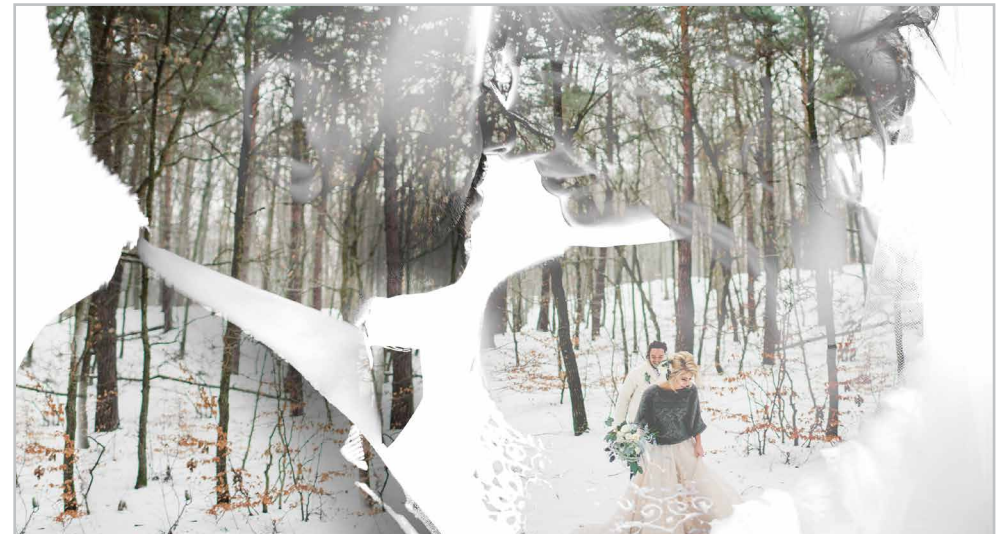
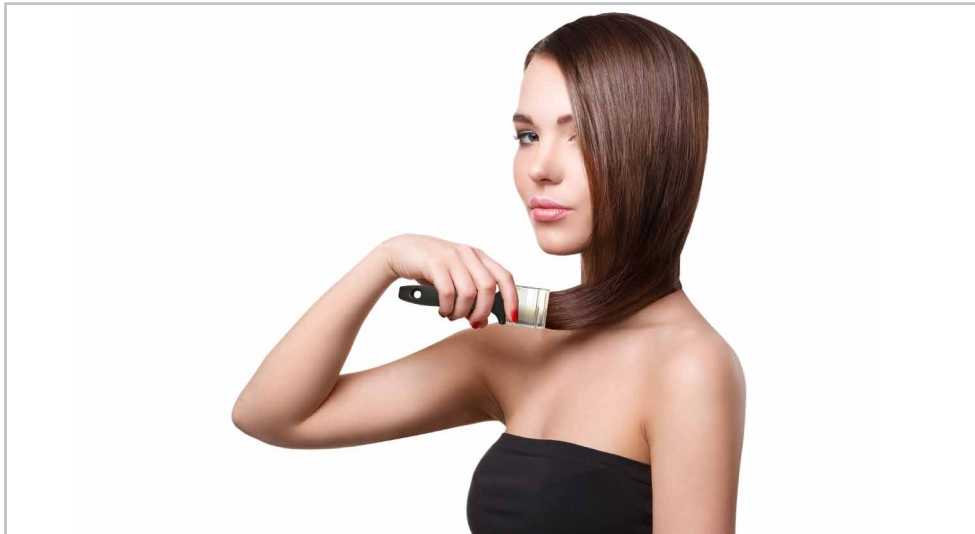
Images can be converted from the RGB colour space to other colour spaces. For example, for the output of print products in the CMYK colour space or for the display on the Web or a monitor in the sRGB colour space.

7. COMPOSING

Composings, also known as photomontage, combine individual image components to create a new image. Different elements (e.g. photos or CGI creations) such as people, animals, plants, vehicles, backgrounds and more, are merged together. Elements are removed, added, shifted or exchanged. Thus, a wide variety of image ideas can be realized, which, for example, are increasingly used in the industrial environment or in the field of advertising.



High-quality clippings and alpha masks are essential for composing. In order to obtain seamless compositions, fine adjustments of exposure, contrast and colours are necessary. Professional image retouching, image editing and colour correction, as well as knowledge of anatomy, optical rules and design theory, are therefore the basis for perfect composing.



8. PRICE LIST

Standard prices

	USD
Clipping as path (from)	\$1.20
Masking as path (from)	\$3.20
Retouch (per hour)	\$23.00
Colourwork (per hour)	\$23.00
Composing (per hour)	\$23.00
Vector (per hour)	\$23.00
InDesign (per hour)	\$23.00
CGI (per hour)	\$51.00

Prices for regular jobs (for E-commerce)

	per day		
	1 - 50 files	51 - 200 files	201 - x files
Clipping path (white background)	\$0.58	\$0.50	\$0.40
Remove background (png)	\$0.50	\$0.43	\$0.35

Remove dirt and scratches at 100% resolution	\$0.50	\$0.43	\$0.35
Reduce wrinkles and creases at 100% resolution	\$0.50	\$0.43	\$0.35
Retouch skin at 100% resolution	\$0.50	\$0.43	\$0.35
Neck retouch	\$0.50	\$0.43	\$0.35
Optimize colour global	\$0.50	\$0.43	\$0.35
Optimize colour with reference	\$1.20	\$1.10	\$1.00
Dropshadow	\$0.20	\$0.15	\$0.10

Crop to size	\$0.20	\$0.15	\$0.10
Save different sizes	\$0.01	\$0.01	\$0.01
Rename	\$0.01	\$0.01	\$0.01

8.1 IMPORTANT INFORMATION

Br24 Online Tool

Our specially developed, web-based Br24 Online Tool enables a quick, easy and secure data exchange. You always have an eye on your jobs and can upload and download images quickly and easily.

Request your personal account at <https://br24.com/en/login/>.

Data upload

Every day we work with a large amount of digital data at Br24. And high-quality image data has a large volume of data. The fast exchange of any data with our customers is particularly important for us. That is why we rely on the combination of our Br24 Online Tool and FTP for data transfer. For a simple, efficient workflow.

We offer our customers the possibility to upload their data via FTP.

Presentation and correction stages

For optimal results, we recommend our customers to work out a pre-job together with us. Which serves as a reference for following jobs. During the presentation and correction stage, we provide the Dalim Soft Proofing Systems for quick and easy communication.

Turnaround time

Our standard turnaround time for clipping and masking is 24 hours and for all other services at least 48 hours.

Individual solutions are always possible. We can adapt to your timing and quality requirements. It is possible to arrange a fixed delivery date anytime, any day, whether for standard or express deliveries.

Order details

- 55 Dollars minimum order value per month for any number of orders.
- The provision of individual project and production teams is possible after prior agreement.

Contact

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Phone: + 49 (0) 2561 97903 63
- Service will be provided Monday to Friday from 8:00 am - 6:30 pm (GMT +7).



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