



VSCO Labs Infrared (XMP)

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VSCO is always looking for new creative expression ideas. Today, we are excited to share the simulated infrared filter technology that we have been developing.

Infrared images are extraordinary with their bright pinks, deep magentas, and crimson colors, as well as otherworldly coloring. What is infrared photography?

Gfx plugin details of VSCO Labs Infrared (XMP)

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What is Infrared Photography?

Infrared (or IR) refers to light beyond the electromagnetic radiation spectrum that we can see. However, we can feel infrared radiation as heat. The more heated something is, the greater the amount of infrared radiation it emits. Infrared is used in many areas, including science, medicine, surveillance military, astronomy, forensics, and archeology.

Kodak originally created a color infrared film for military surveillance in the 1940s in order to detect camouflaged enemy troops on the ground. It made it easy to identify hidden enemies since plants with chlorophyll emit more infrared light than camouflaged military vehicles. This film converted invisible infrared light to a color visible in an image. It allowed this invisible spectrum of light to be seen. It creates bubble-gum pink forests with crimson-red plants that are layered into a landscape otherwise very typical.

How do the new filters work?

However, this raises the question: "If my cam blocks infrared lighting, how will VSCO's filters create this look?" They are an approximation to the most common visual features found in real infrared photographs without actually having access. The red channel influences brightness and turns greens and yellows to red and pink while darkening blue skies makes them appear darker.



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