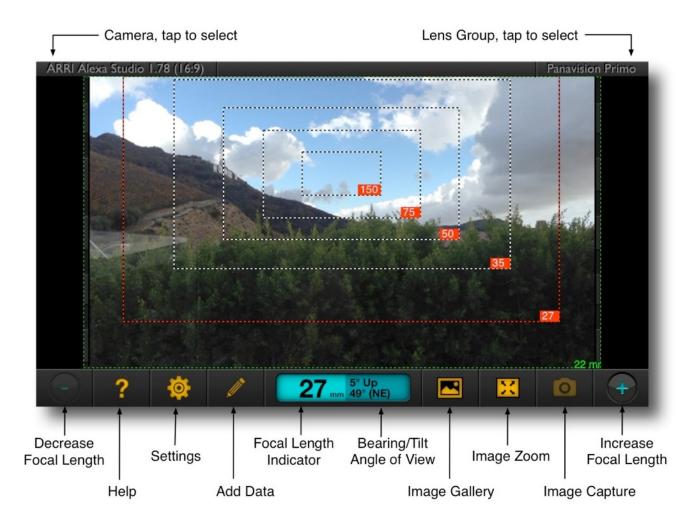# READ THIS USER GUIDE

v6.6

IT'S SHORT AND YOU'LL LEARN HOW TO GET THE MOST OUT OF ARTEMIS. IT JUST MAY CHANGE YOUR LIFE.

Artemis is a digital director's viewfinder capable of reproducing the field of view of any photographic format and lens combination. Drawing either from a database of cameras or allowing for the creation of custom camera settings, Artemis is indispensable for planning and setting up shots without having access to the actual camera you'll need for your shoot.

Most likely, if you are reading this, you have already used a director's viewfinder. This short tutorial will explore all the features of Artemis some of which may be new and examples of how to get the most out of using the software. Spend a moment or two reading this in full and we promise we'll make it painless.

If you have any questions, suggestions or problems (specifically with Artemis, at least until we know you better) then don't hesitate to email us at wotcha@chemicalwedding.tv. I'll try and get back to you as soon as possible. Chemical Wedding is a small but friendly company that values its users and their feedback
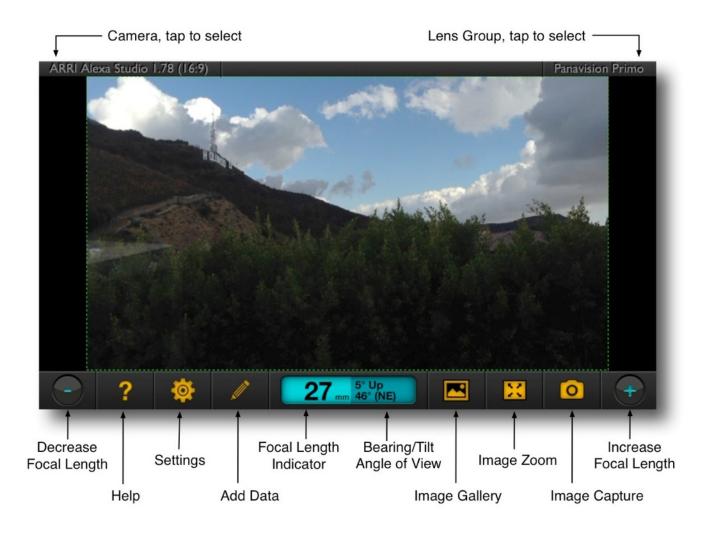
Main View - Wireframe Mode

This is the main view as you would see it at start-up, in what we call Wireframe Mode. Let's start by selecting a camera. Tap the top left of the screen and bring down a list of camera types. Select one and then a subgroup if indicated, then finally a specific camera and format. From there you get a list of lens groupings from which you can select specific prime focal lengths. Tap the done button and you are returned to the main screen.

Now you can see concurrent framing for all the lenses you have selected. The lens shown in the Focal Length Indicator on the bottom middle of the screen is indicated as a red bordered box around that area of the image. Tap the Focal Length Indicator to change which lenses are in your bag.

The outside green box is the widest possible lens that the iPhone is capable of replicating in the chosen format, in this case 22mm. If you would like to use replicate lenses wider than 22mm we now have a lovely solution for you.

Read on.

Main View - Zoom Mode

Camera, tap to select

Lens Group, tap to select

ARRI Alexa Studio 1.78 (16:9)

Panavision Primo

27 mm 5° Up 46° (NE)

Decrease Focal Length

Settings

Focal Length Indicator

Bearing/Tilt Angle of View

Image Zoom

Increase Focal Length

Help

Add Data

Image Gallery

Image Capture

Tapping the Image Zoom button brings Artemis into Zoom Mode. This reveals the core functionality of Artemis. In Zoom Mode, use the Increase and Decrease Focal Length buttons to select the lens you wish to preview.
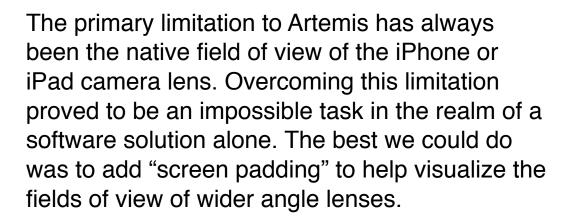
The Focal Length Indicator will show the lens represented. When selecting different focal lengths, the Bearing/Tilt display will toggle to show Horizontal & Vertical Angle of View. These figures are essential if you'd like to create lens projections on top of set drawings, old school style.

Bearing/Tilt information will toggle back onto the screen after a moment. Tilt information is shown in increments of 5 degrees, while bearing is shown in single degrees. Please be aware - the iPhone compass is fairly accurate but it would be wise not to rely on it. Any number of metal objects can cause it to lie outrageously. Use common sense to verify bearing readings or use a quality hand held compass if possible. It will usually stutter if it's confused.

Lastly, in Prime Lens Mode you can capture images that can be stored either in a specific folder inside Artemis or in the general photo gallery. More on that later.
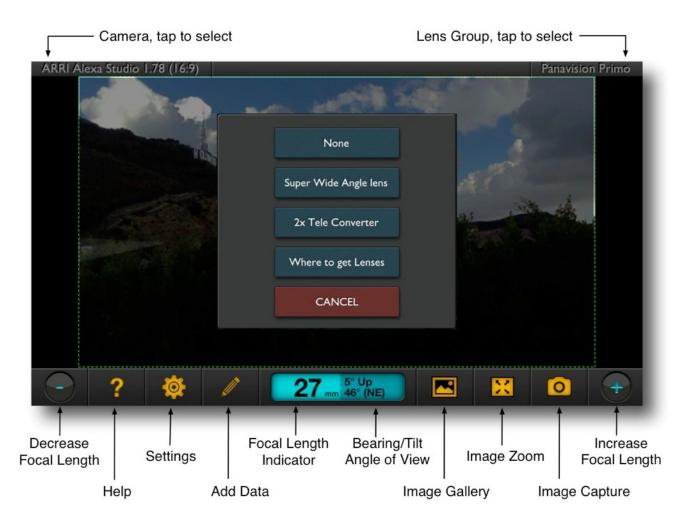
iPro for Artemis

Artemis was released in 2009 and has come a long way. We've been adding features and refining the design, always listening to our users and responding to their suggestions, so thanks for your help.

The primary limitation to Artemis has always been the native field of view of the iPhone or iPad camera lens. Overcoming this limitation proved to be an impossible task in the realm of a software solution alone. The best we could do was to add "screen padding" to help visualize the fields of view of wider angle lenses.

In collaboration with Schneider Optics, we have developed a lens adapter specific to the requirements of Artemis. Our goal was to allow our users to view lenses as wide as 12mm in the Super35mm motion picture camera format and I'm glad to say we have achieved that objective. iPro for Artemis is available directly from Chemical Wedding and includes an iPhone case, a Lens Case, a Lanyard for keeping Artemis ready for use, dangling around your neck and the all important Super Wide Angle lens. We also offer a 2x Teleconverter to further enhance the capabilities of Artemis.

Camera, tap to select — Lens Group, tap to select

ARRI Alexa Studio 1.78 (16:9)   Panavision Primo

None

Super Wide Angle lens

2x Tele Converter

Where to get Lenses

CANCEL

27 mm 5° Up 46° (NE)

Decrease Focal Length   Settings   Focal Length Indicator   Bearing/Tilt Angle of View   Image Zoom   Increase Focal Length

Help   Add Data   Image Gallery   Image Capture

Press and hold the Focal Length Indicator to pull up the iPro Lens Selector screen. Select Super Wide Angle and Artemis will return to Wireframe Mode, calibrated for use with the new lens. When you remove the lens, press and hold the Focal Length Indicator again and select None or 2x Teleconverter, if you are about to go all long lens and arty. The Focal Length Indicator will glow red, letting you know that you should have a iPro lens installed. You can order the iPro for Artemis system and accessories by pressing and holding the Focal Length Indicator button and selecting Where to get Lenses.

Settings

There are a number of ways to configure Artemis. To do this tap the cog symbol in the Main Viewer.

The first in the list are Database Updates. Artemis runs on a comprehensive database of cameras. If we update this database, or a new iPhone comes out, you can download the file by following the prompts. If there's an update ready you'll also see a little number by the cog icon on main artemis page.

Save Images to Artemis Gallery gives you the option of saving to the new internal gallery within Artemis or the main iPhoto gallery in your device. More on the gallery later.

Lens Matcher - this allows for different formats to be shown concurrently.

Flash Status - hopefully self explanatory.

Saved Image Size - this allows smaller sized images to be used with older devices, increasing image saving speed if needed.

Lens Matcher

It's often the case that more than one format is being used on set. Using the Lens Matcher feature will calculate the equivalent focal length for your secondary format and display it for a moment on-screen as you change the focal length of your primary format.

Go to Settings and turn on Lens Matcher. Tap the Choose button and select the secondary camera you want to use. In the example above, an ARRI Alexa is being used alongside a Phantom Flex. The difference between formats in focal lengths for the same angle of view is displayed. Cute, huh?

Add Data

In the Main View there is button with the symbol of a pencil. This button allows you to manage the data and text added to images as you take them.

If you are working on a specific job or sequence, this is a good place to add titles and notes to groups of images you will be saving. In the above example, the title (top box) and notes will be common to the images saved for that sequence. Later you can edit this text to reflect the specific requirements for that shot. All this can be exported on a PDF later, from the Image Gallery.

Additional data can also be stored automatically:

GPS - Latitude & Longitude data or nearest address
Camera Information - format and aspect ratio
Lens Information - manufacturer and focal length
Sunrise and Sunset for Location - this can be added using the date the image was taken or, better still, the date on which you intend to actually shoot the scene.

All this will be included when you export the image later. Handy.

For more detailed data on sun position you could always use our other application Helios.

Hint, hint.

Custom Cameras & Lenses

There are two main reasons to create a custom camera in Artemis. You may be using a camera that for some reason is not in the database. More importantly, you may want to use a camera with a non-standard aspect ratio or a customized active sensor area. In the database of cameras, we include only those formats manufacturers list as standard. Customized settings are too subjective for us to speculate on.

First, tap the top left of the main screen, then select Custom Camera at the bottom of the list. At the bottom of the screen tap ADD then follow the directions on screen. There is a facility to use data to define the Active Sensor Area. A note of caution here. We have found that manufacturers' data with regard to sensor areas is sometimes, well, let's say generous. It's best to rely on matching Artemis to your camera using the visual calibration method.

Once you have created a custom camera there is a facility to send us the data you have collected. We use this to confirm the data we have for cameras within the database. Also, keep a copy of that data yourself, just in case you need to enter the custom camera data again.

We provide a comprehensive selection of lenses in Artemis from which to choose. It's not always possible to cover every combination or specific focal length. Our way of dealing with this is found in the Generic Lens Lists.

To add focal lengths to any lens grouping, first tap on the top right of the main screen and select a lens group. In the bottom right of the screen there is a button that allows you to Add Custom Lens. Tap this to add any focal length you need.

If you are mixing and matching lenses from different manufacturers, the Generic Lens List may be the solution for you.

Image Gallery

A new feature of Artemis is the built-in image gallery. Previously, we relied on the Photo Gallery present in all iOS devices. In this new version of Artemis we have included an image gallery specifically designed to help in constructing shot sequences. Here you can store notes with the images and export all that data via email or using Dropbox.

First tap the Image Gallery icon in the main view. This brings up the main storage of the gallery. Any images you have saved into the Image Gallery land in the Image Bank, as long as you have made this choice in the Settings menu.

The first thing to do is to create a folder to hold a Shot Sequence. Tap the + button and follow the prompt to give the Shot Sequence folder a name. You can change the name of the folder later by simply holding the folder icon and selecting Rename Folder. You can also Delete a folder either complete with it's shot sequence, or with the images saved back into the Image Bank.

In terms of naming folders, if you are shooting a commercial, you might find that one folder will suffice for the whole project. If you are shooting a movie, you might want to break the folders into scenes or into locations. It's up to you.

The Image Bank is where you start to organize images into sequences. Select images by tapping on them. On the top right bar you have a few options. You can Delete Images, move them to Shot Sequence folders, Enlarge the images for review or see the images with all their related data. At any time it is possible to re-order images by tapping and holding an image, then moving it to where you'd like it in the sequence. On the bottom right there are buttons where you can select all images and deselect all that have been selected.

In the Enlarge mode, the images are shown full frame. This is best when explaining to a colleague what kind of shots you have in mind. Swipe to look through the other images in the sequence.

Previous Page

Delete Images

Move to Folder

Enlarge

Data View

IMAGE BANK

1

2

3

4

DONE

I SELECTED

ALL

Exit Image
Gallery

Select all Images

De-select Images

In Data View all the data collected for that image is displayed. Here you can add or amend the data, title and notes for each shot. Finally you can send images you have in that sequence via email, export them to the iOS Photo Gallery or add them to Dropbox. For the last feature you will need to have the Dropbox app downloaded on your device.

Pressing Done exits the Image Gallery back into the main view of Artemis.

Mirroring with Airplay Mode

One of the new and very useful features of Artemis is the ability to broadcast on Airplay. The advantages of this are many. Aside from the sheer "wow" factor of being able to preview lens angles on the director's video monitor, it's a great way to open the discussion of camera placement in a more efficient and altogether groovy way.

By simply plugging a new AppleTV into any monitor (with an HDMI input) and using a shared network, broadcasting images from Artemis is easy and inexpensive.

First, click the home button on your iPhone or iPod touch to exit Artemis. Then double click the home button and swipe the bottom bar to the right twice. On the bottom right of the screen you should see the Airplay button, as shown to the right. Tap this button.

Second, select the Apple TV to which you wish to connect, turn on Mirroring, then tap Done on the top right of the screen. Tap the Home button to return to the Home Screen.

Third, start Artemis and make full use of the "wow" moment as Artemis appears on the monitor.

Your iPhone will now broadcast anything that is on your screen to the monitor. If you get text messages or notifications, these will also appear on the monitor. So be careful. It might be wise to turn off notifications.

FAQs

Q   Can Artemis reproduce depth of field?
A   We wish. Realistically depth of field is a very nuanced characteristic, specific to aspects of lens design. The degree of depth and the shape of out-of-focus highlights depends on many lens design factors. Artemis helps in replicating field of view only.

Q   Artemis just doesn't go wide/long enough for me. Help!!!!!
A   You need iPro for Artemis. Press and hold the Focal Length Indicator and place an order. It'll make you the envy of the crew.

Q   Artemis is crashing on me. What should I do?
A   a)   Uninstall Artemis.
     b)   Restart your device. (Very, very important).
     c)   Install a fresh copy of Artemis directly from iTunes.
     d)   If still no luck do an iOS Restore and start back at a).

     If all this still fails to remedy the problem, email us immediately with your model of iPhone, the version of Artemis (in Settings) and iOS. We'll have you up and going in   no time. Unless you have a jailbroken iPhone, in which case you are very naughty   and may be stuck.

Q   My camera is not in the database. What do I do?
A   Create a custom camera. It takes only a few minutes and you can match your format to Artemis very accurately, accounting for specific factors.

Q   Why isn't 1.66:1 offered as an aspect ratio on all cameras?
A   We only cover the aspect ratios that manufacturers see as standard. Outside that, custom aspect ratios for a format are subject to many variables. In order to preserve accuracy, creating a custom camera is the best way for you to get accurate results.

Q   Artemis is so awesome. How many copies can I buy?
A   As many as you like. Send it as a gift to friends, new clients, your mum. Write glowing reviews on iTunes. Get a tattoo extolling its many virtues.

Who the hell are we, you ask?

Chemical Wedding (no, not related to the Bruce Dickinson film in anyway) is based in Los Angeles but founded by three bearded Brits.

Toby Evetts marquis of design and binary alchemy

Simon Reeves lexicon of business practice, databases and cheese

Nic Sadler cinematographic tinkerer and oft user of the phrase "what if?"

Also made by Chemical Wedding:

Helios sun tracking software

Artemis HD for iPad 2, iPad 3 and iPad mini

Toland digital cinematography assistant made in conjunction with the American Society of Cinematographers

iPro for Artemis made in conjunction with Schneider Optics

If you have any questions or suggestions please don't hesitate to contact us at wotcha@chemicalwedding.tv

A final plea:

If you have trouble with Artemis please don't rush to posting a grumpy one star review. We don't have any way of contacting you on the basis of a review username. At least give us the chance to address your issue by sending us an email. We will reply to you as soon as we can and in 99% of cases we can figure out what the problem is. Frankly if you have got this far in the Users Guide, you are pretty unlikely to have any issues.

If we cannot make you completely happy we will help you get a full refund. If however, you are ecstatic about Artemis and wish to tell the world, by all means write a glowing review. We love good reviews and they will be rewarded, somehow.