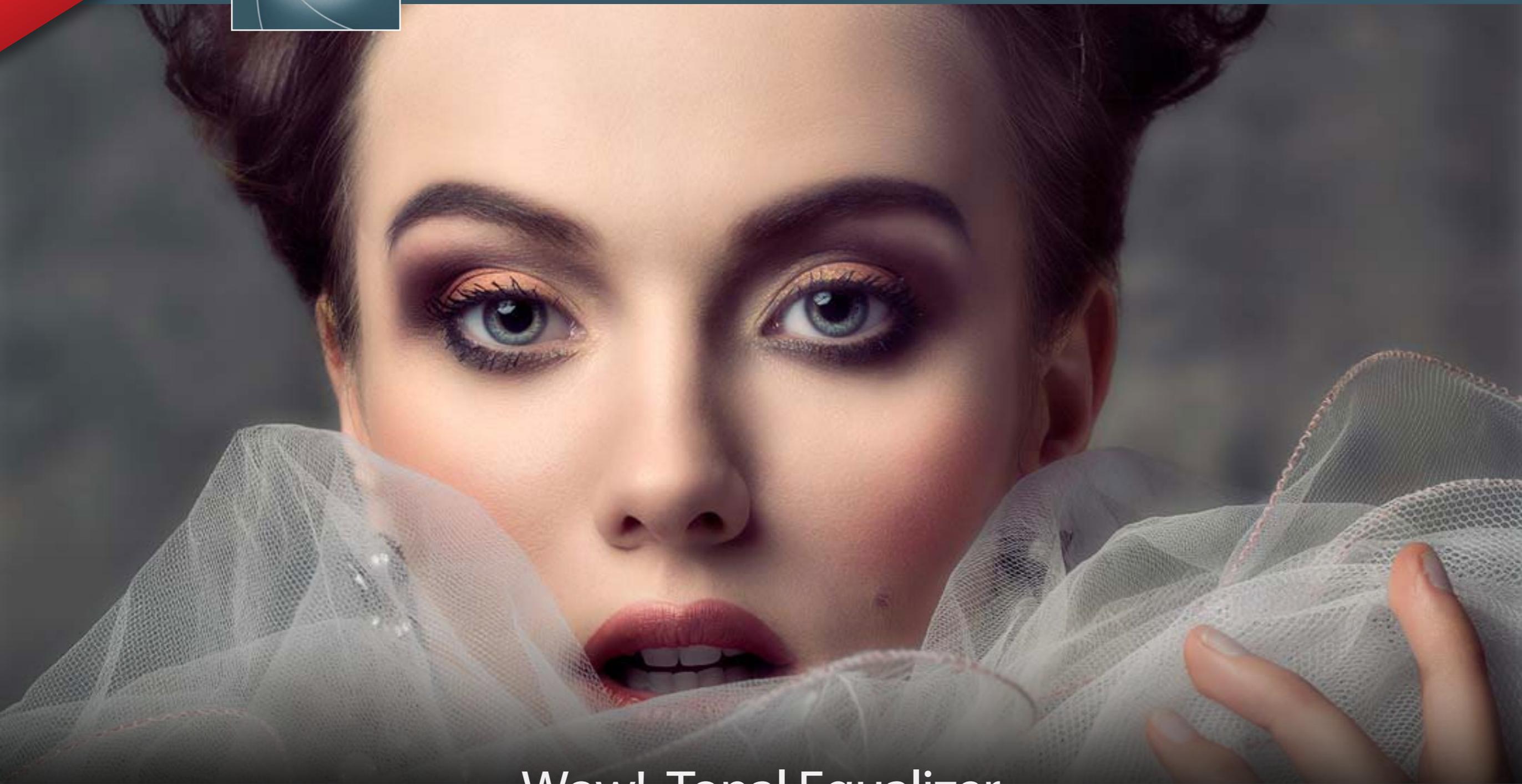


CC 2014 Ready



KNOW HOW TRANSFER  
the photography knowledge hub



# Wow! Tonal Equalizer

User Manual - Version 1.0.2 - February 2015

To install this Applications,  
Adobe Extension Manager must be installed  
and updated in your system.

---

Starting from Photoshop CC, Adobe Extension Manager  
is no longer installed with Photoshop but must be  
installed separately. We also suggest you update to the  
latest version using the links below.

Go to this page. Once inside you can select your language.

[https://www.adobe.com/exchange/em\\_download/](https://www.adobe.com/exchange/em_download/)

Extension Manager CC is available in the following languages: English, Brazilian Portuguese, Chinese Traditional, Czech, Danish, Dutch, French, Finnish, German, Hungarian, Italian, Japanese, Korean, Norwegian, Polish, Russian, Spanish, Swedish, Turkish, and Ukranian



# KNOW HOW TRANSFER

the photography knowledge hub

## Know-How Transfer – The Photography Knowledge Hub

A new platform by the same team who developed ALCE, formerly RBG Group or Bigano and associates.

Everyone dealing with photography and digital imaging will find a unique mix of instructional and how-to content here. We offer applications specifically designed by photographers for photographers, as well as effective tutorials and free resources. Our mission is to create a community, a Central Hub of Photography Knowledge, where photographers can exchange experiences, share information and grow their skills. [Read more about our team here >](#)

Many of them come from the school of the great Dan Margulis and still have a very special relationship with him. I'm pleased to report here what he wrote about this group taken from his famous post "La Dolce Vita - An era ends":

*They say that Italians get emotional at times like this, and that Italians love beautiful things. I admit to feeling a bit Italian myself as I write this. I \*have\* developed an emotional attachment to the country, no doubt. And the relationships I have entered into with several of my students in that country have evolved into something, well, profoundly loving. The old joke has it that in heaven, all lovers are Italian. Right off-hand I can think of a couple of exceptions to this generality, but there is no need to go off-topic. The truth is that it is a land of love and great beauty, made all the more beautiful professionally by seeing the new and sophisticated imaging algorithms being developed by Davide with Marco Olivotto, and by seeing how Alessandro, Daniele Di Stanio, Tiziano Fruet and others have brought first-class color instruction into a country where it was rarely found previously.*



## Wow! Tonal Equalizer User Manual - Index

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- 2a. Install Wow!
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- 3a. Where to find Wow! in Photoshop CC
- 3b. Where to find Wow! in Photoshop CS6
4. How to get the most out of Wow!
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# 1. Wow! Compatibility



Wow! works on CC2014, CC and CS6 at 64bit only.

For further information visit the [Wow! page >](#)

or write to

[support@knowhowtransfer.com >](mailto:support@knowhowtransfer.com)

Double click or copy and paste this link to email it to a different device

[http://www.knowhowtransfer.com/download/wow\\_manual\\_en.pdf](http://www.knowhowtransfer.com/download/wow_manual_en.pdf)

## 2a. Install Wow! Tonal Equalizer

# To install this Application, Adobe Extension Manager must be installed and updated in your system.

Starting from Photoshop CC, Adobe Extension Manager is no longer installed with Photoshop but must be installed separately. We also suggest you update to the latest version. You can update from the Cloud or from the linked pages below. Once inside you can select your language.

CC2014 / CC: [https://www.adobe.com/exchange/em\\_download/](https://www.adobe.com/exchange/em_download/)

CS6: [https://www.adobe.com/exchange/em\\_download/](https://www.adobe.com/exchange/em_download/)



**Adobe Extension Manager CC required to install**

*MAC: double click on the proper .zxp installer*

*Adobe Extension Manager will open.*

*Then follow the instructions.*



**Adobe Extension Manager CS6 required to install**

*WIN users must run Adobe Extension Manager as an administrator (right click and choose "Run as an administrator" option). Then install from the up right corner of this application, locating the path in which the proper .zxp installer is stored.*

## 2b. Installation FAQs

*Installing I get a message of “unknown developer”*

*It's ok. Please proceed. The reason why is that the verification system used by Adobe may cause the expiration of the installed application.*

*This extension cannot be installed, it requires Photoshop Version 15 or greater.*

*Update your Adobe Extension Manager or you are using an incorrect version. You must use AEM CC to install on Photoshop CC. AEM CS6 to install on CS6 etc.*

*Opening the .zxp installer I get a message of “unknown document” or “cannot install”*

*Install Adobe Extension Manager*

*When I press “RUN” nothing happens.*

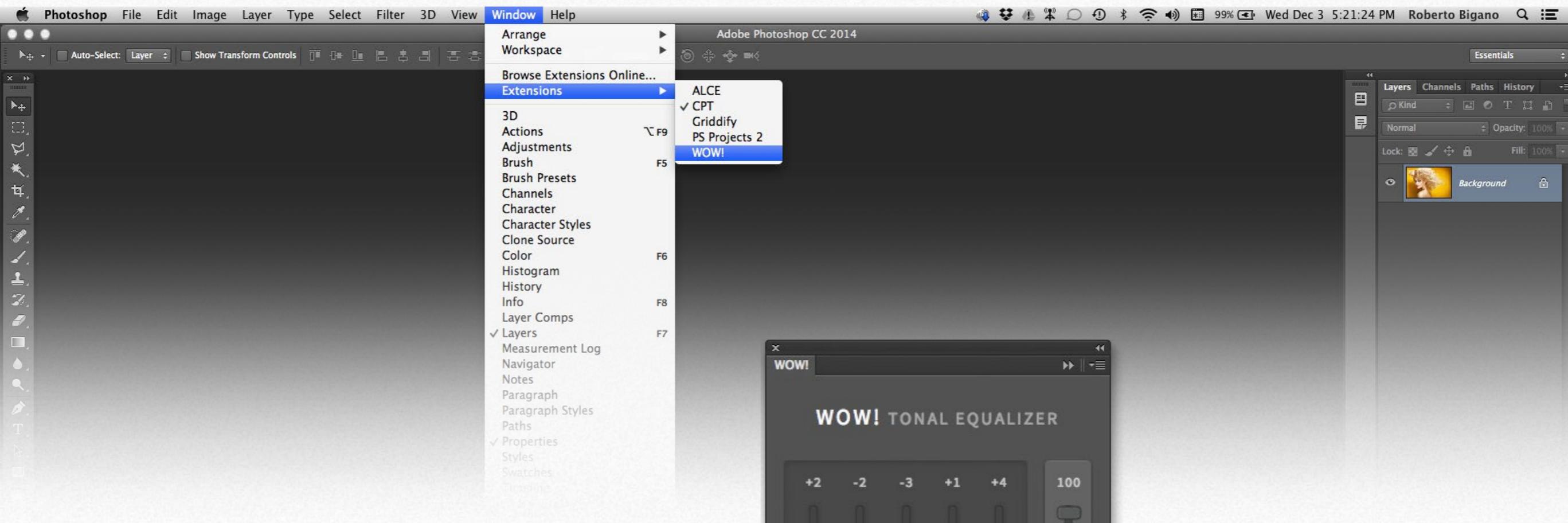
*Probably you are running WOW! on a computer that doesn't support the SEE4 Protocol used by Wow!*

*Please send us [here](#) a screenshot of your computer specs and year. We'll send you a customized file to replace the current*

*I'm not able to install using the provider installer.*

*Please check that you have Adobe Extension Manager installed and updated. Then check that you are using the proper version of AEM (AEM CC install son Photoshop CC, AEM CS6 to installs on CS6 etc.). If the problem still persists contact our support [here](#) . Please write the Photoshop and Operating System versions you are using and a screenshot of the error message you got. We'll support you or send tha manual installer.*

## 3a. Where to find Wow! in Photoshop CC and CC2014



The screenshot shows the Adobe Photoshop CC 2014 interface. The 'Window' menu is open, and the 'Extensions' submenu is also open, highlighting the 'WOW!' extension. The main workspace shows a 'WOW! TONAL EQUALIZER' dialog box with five frequency sliders and a gain slider. The sliders are labeled with values: +2, -2, -3, +1, +4, and 100. The dialog box has a 'Wow' dropdown menu, an 'ON' toggle, and buttons for 'Cancel' and 'RUN'.

### Open Wow!

Photoshop/Window/Estensions/WOW!

*Tip: If you have just installed the extension and don't see it, quit and restart Photoshop.*

## 3b. Where to find Wow! in Photoshop CS6

The screenshot shows the Photoshop CS6 interface. The 'Filter' menu is open, and 'Wow! Tonal Equalizer 1' is selected. The dialog box for 'Wow! Tonal Equalizer (CS edition)' is displayed, showing five sliders with values +2, -2, -3, +1, and +4, and a sixth slider set to 50. The 'Presets' dropdown is set to 'Wow' and the 'On/Off' checkbox is checked. The Layers panel on the right shows a 'Merged WOW [ 2, -2, -3, 1, 4 ] 100%' layer and an 'Original' layer.

### Open Wow!

Photoshop/Filter/WOW! Tonal Equalizer

*Tip: If you have just installed the extension and don't see it, quit and restart Photoshop.*

## 4. How to get the most out of Wow! Tonal Equalizer

We strongly recommend you start using Wow! as described below.

Step1. Carefully read this manual.

Step2. Use some of your standard files as a test.

Step3. Apply Wow! using the presets.

Step4. Duplicate the background layers changing some sliders, especially the 1, 4 and 5 and compare them.

Step5. Apply the same values on the same original at different sizes to understand how the file size may affect the result.

Well! At this point you will be ready to explore all the potentials of Wow!

*Tips: a recommendation about the export of your color files. Don't push contrast, clarity and USM. Wow! will manage all this parameters. Wow! will do it better.*



## 5a. The Wow! Interface - CC Edition

### Equalizer Sliders

Wow! has five sliders. Moving them upward or downward will add contrast or soften the image.

Left to right:

1. High frequencies: with positive values, affects the thin details similarly to a classic 100.1.0 USM; the opposite with negative.
2. High/medium frequencies. Affects a bit larger areas. Often used as the first slider with negative values to soften the image.
3. Medium frequencies. Plays an important role sharpening, but more softening.
4. Medium low frequencies. Strongly affects the overall effect. Because of its structure it's mostly used in positive.
5. Low frequencies. Affects the largest areas. Often used with negative values to reduce the blacks depth.
6. Opacity slider. Used to reduce the effect if you are working on the background layer. By default it is set at 100%.

### Other Buttons

The "Home" button links to the Wow! homepage. The "?" button displays the version release. Press "Cancel" to reset the sliders to 0.



### Progressive Live Preview

Wow! opens with all the sliders set to 0. Once entered your custom values or select a preset, press the RUN button to perform Wow! and get the full screen preview. The preview is progressive. This means that if you change the values and RUN again, the previous version is deleted and replaced by the new one. The result will be saved when you go to the next history state or save. Press the button ON to see the before/after.

### Presets

You can try four presets: Wow, Gentle, Enhanced Black Controls or Boost. Please read the preset section to get more info. Wow is file size sensitive. This means that if you apply Wow! to a 4000px wide file or to a 1000px one, the result will be very different.

### Run

Once you've chosen a preset or entered your own custom settings press RUN to apply Wow! A "Processing..." alert window will open. You can tweak your settings and apply Wow! again. It will delete the previous result and start again from the original layer.

## 5b. The Wow! Interface - CS6 Edition

### Equalizer Sliders

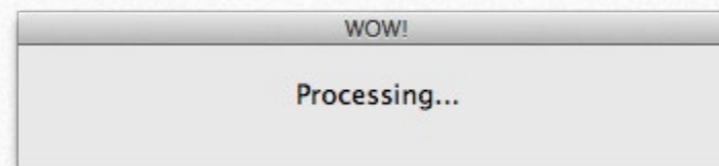
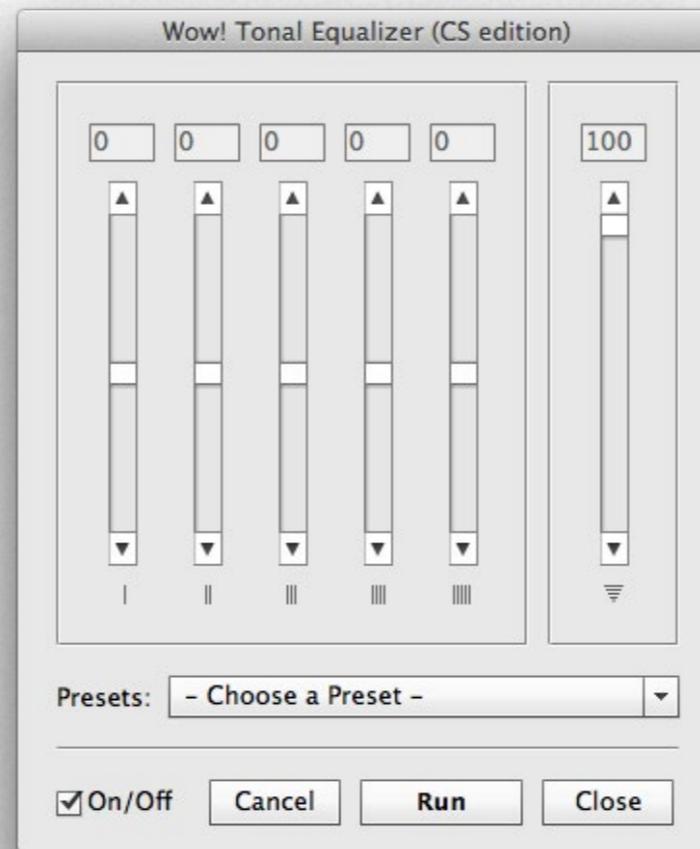
Wow! has five sliders. Moving them upward or downward will add contrast or soften the image.

Left to right:

1. High frequencies: with positive values, affects the thin details similarly to a classic 100.1.0 USM; the opposite with negative.
2. High/medium frequencies. Affects a bit larger areas. Often used as the first slider with negative values to soften the image.
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You can try four presets: Wow, Gentle, Enhanced Black Controls or Boost. Please read the preset section to get more info.



### Progressive Live Preview

Wow! opens with all the sliders set to 0. Once entered your custom values or select a preset, press the RUN button to perform Wow! and get the full screen preview. The preview is progressive. This means that if you change the values and RUN again, the previous version is deleted and replaced by the new one. The result will be saved when you go to the next history state or save. Press the button ON to see the before/after.

### On/Off

Switch before/after

### Cancel

Reset the sliders or cancel the Wow! version

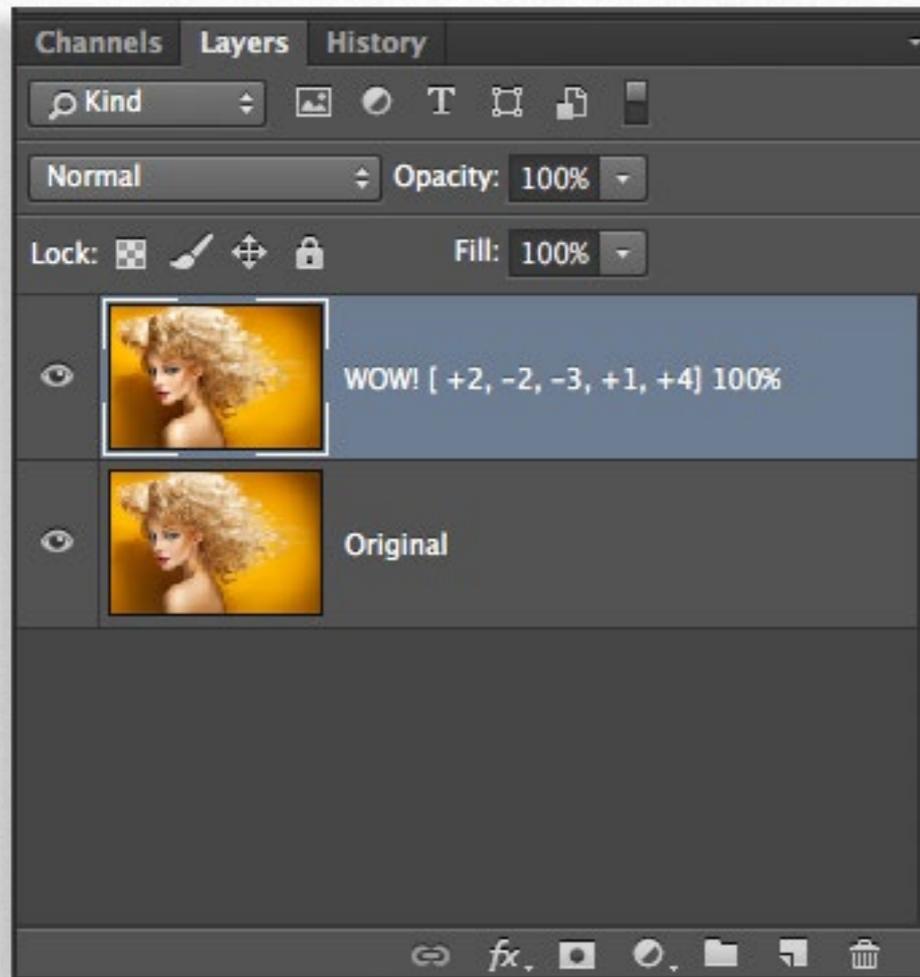
### Run

Press this button to get the preview. A "Processing..." alert window will open. You can tweak your settings and apply Wow! again. It will delete the previous result and start again from the original layer.

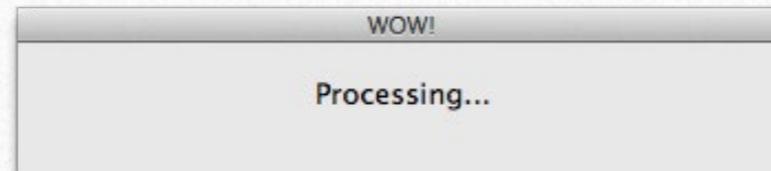
### Close

Close Wow!

## 6. Run Wow!

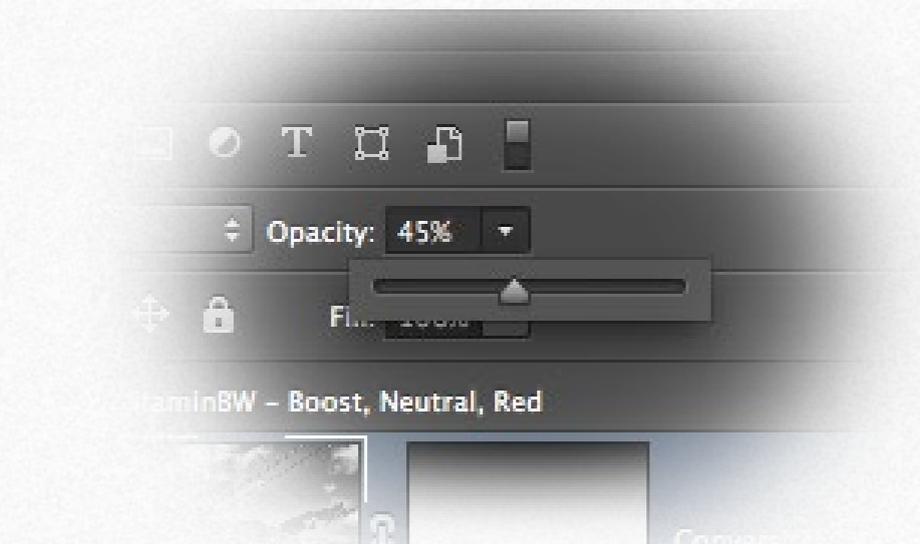


To apply Wow! choose a preset or enter your custom values then press RUN. An alert "Processing" window will pop-up.



Inspect the result and if necessary tweak some sliders and RUN again. Wow! will be applied on the original layer. If you like the result but the effect is too strong you can reduce the opacity value with the slider on the right of the panel and run again. This make sense if you are working directly on the background. However we suggest that you work on a duplicate layer as shown on the left. In this case Wow! was set at 100% opacity. Eventually we reduced the effect later by adjusting the opacity of the layer as shown on the left.

*Tip: You can reduce the strength of the contrast by reducing or increasing opacity. You can do this only if you apply Wow! on a duplicate layer.*



## 7. The Equalizer

Similarly to music equalizer, Wow! allows you to control the tonal values, sharpness and local contrast of your file, working on the higher (finest details), medium or low, (large areas) frequencies.

You can modify positive or negative values. Use positive (upward) to add sharpness (with higher frequencies) or boost the local contrast (with lower frequencies). Use negative values moving the sliders downward. This will soften the image with a very pleasant result.

Wow! performs its best when mixing positive and negative values, adding a very personal and powerful look to your images, whether the subject is a person, a landscape or a product.



*From left to right. The sliders set to 0, then the four preset: Wow, Gentle, Enhanced with Black Control and Boost*

In the next two pages you can see the comparison between the sliders sets at +10 or -10. The upper row illustrates the difference between the original layer and the Wow! one. The lower row the Wow! layers.

The first page deals with positive, the second with negative. As you can see the slider on the left acts on the finer details. Proceeding to the right the affected areas become progressively larger.



WOW! TONAL EQUALIZER

0 0 0 0 0 100

WOW! TONAL EQUALIZER

+10 0 0 0 0 100

WOW! TONAL EQUALIZER

0 +10 0 0 0 100

WOW! TONAL EQUALIZER

0 0 +10 0 0 100

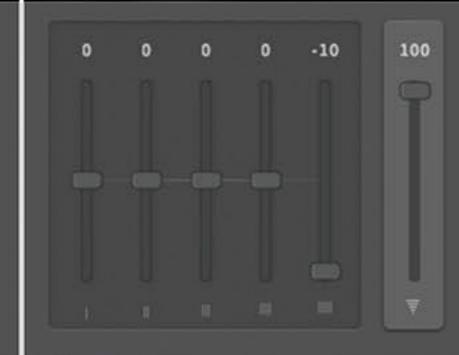
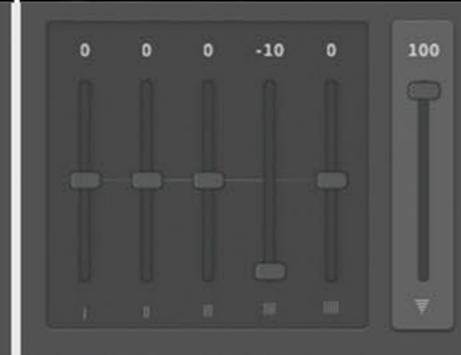
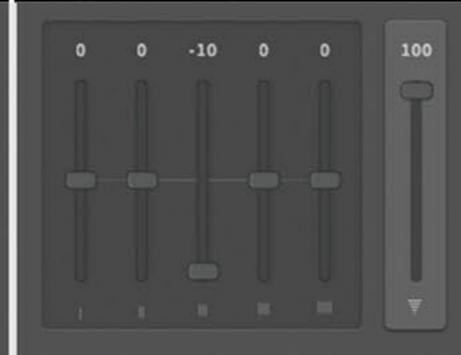
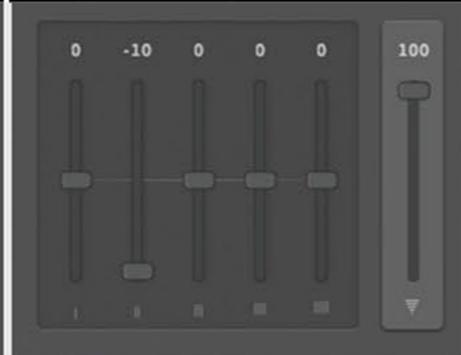
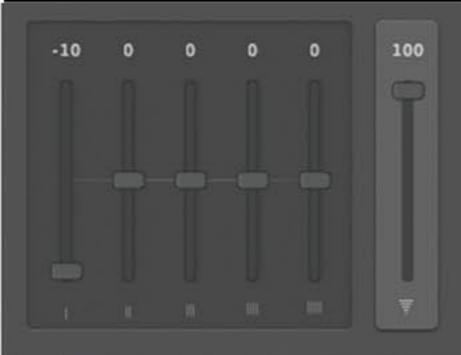
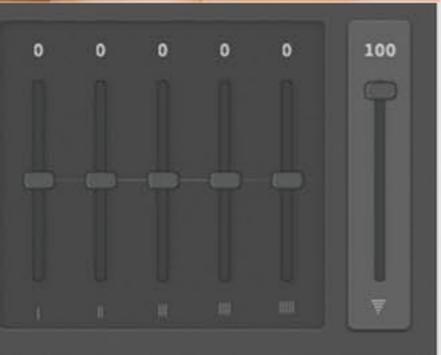
WOW! TONAL EQUALIZER

0 0 0 +10 0 100

WOW! TONAL EQUALIZER

0 0 0 0 +10 100





## 8. The Progressive Live Preview

Wow! delivers a high quality full screen live view preview, that remains temporary until you proceed to the next history state.

You can apply a preset or your custom values, check the result, tweak the sliders and run again. Wow will delete the previous version and apply the new one. Each time the layer will be renamed with the used values; for example: WOW! [+1, 0, 0, +3, +6] 100%.

By default Wow! is applied on the background. We strongly suggest you duplicate the background, work on it and compare the two or more versions, blend two versions using opacity or add a blank (white) mask on the Wow! layer and remove unwanted parts.



From left to right. 1. Original (lack of detail, a bit noisy and flat overall rendition) . 2. WOW! [+5, -1, -2, +5, +5] 70% too grainy and noisy. 3. same than previous but +2 instead of +5 to the first slider (affecting sharpening detail). 4. Last but not least, the blacks are too deep. There are many options to correct this. Here I placed the fifth slider to -10, add a black mask to recover the blacks detail. Or use WOW! [+5, -1, -2, +5, -5] to open all the blacks.

## 9. Wow! is file size sensitive

In the next chapter we will approach using presets. Before starting it is important to understand that they are only a starting point and may vary in an impressive way with different subjects and at different file size. Below you can see a comparison with the same values applied at 1000px or 3000px. The sliders were set in both versions at +2, -2, -3, +3, +4. In this case the result with the larger file is much more interesting but, in other cases maybe the opposite. So to get the best from your file apply Wow! only to the final, intended use, file size.



## 10. The “Wow Factor”

Any image is made of fine detail and coarser areas. Controlling these independently is the key to the winning look which has “The Wow! Factor”. How does it work? In the unique Wow! panel, through five dedicated sliders whose values can be either positive or negative you can control separately sharpening, shape and smoothing. Start with one of our presets, and tweak the sliders to reach what is optimal for you. If you need more control, keep Wow! on a separate layer and play with opacity and layer masks. The process is quick.





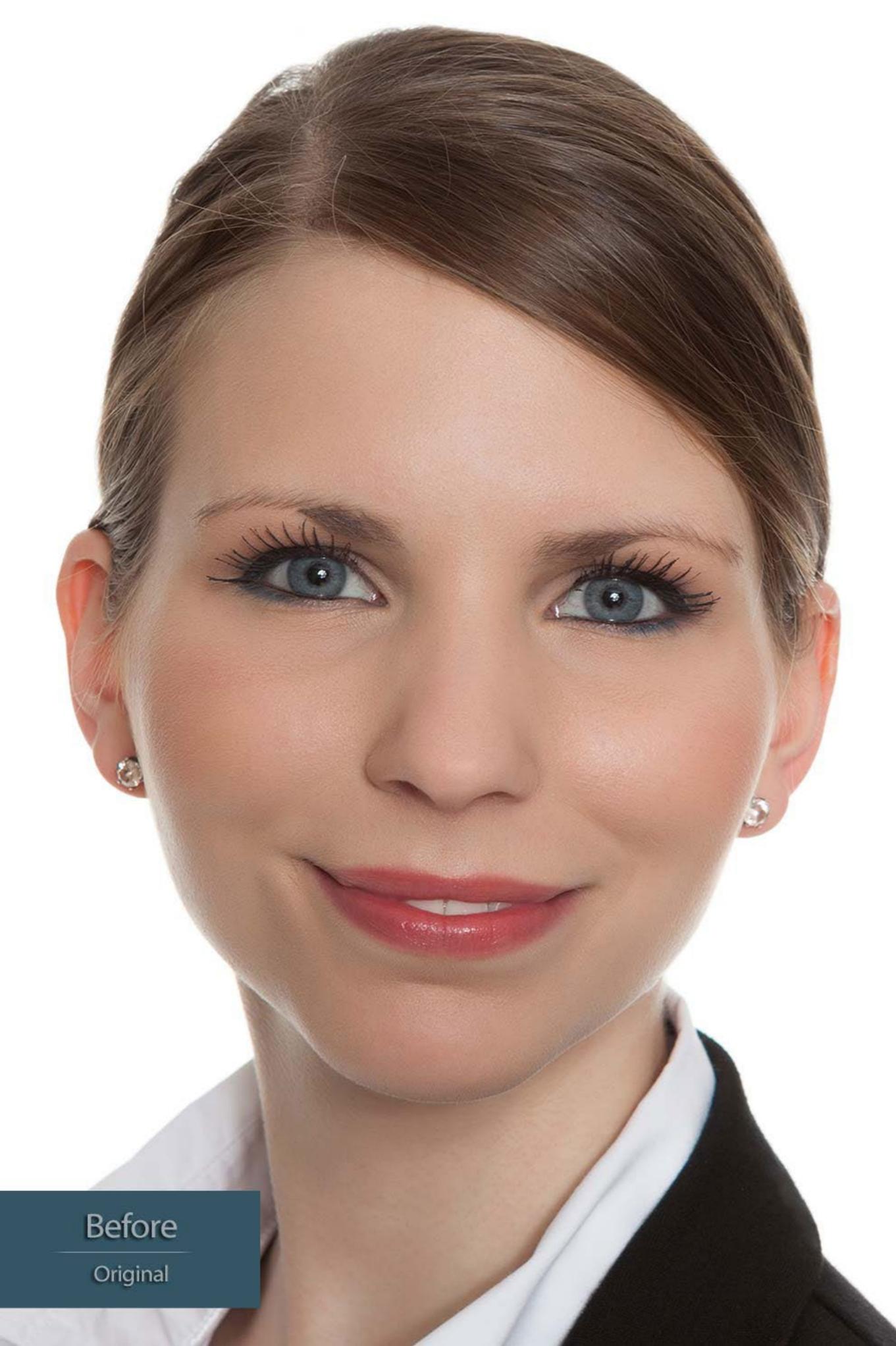
Before

Original



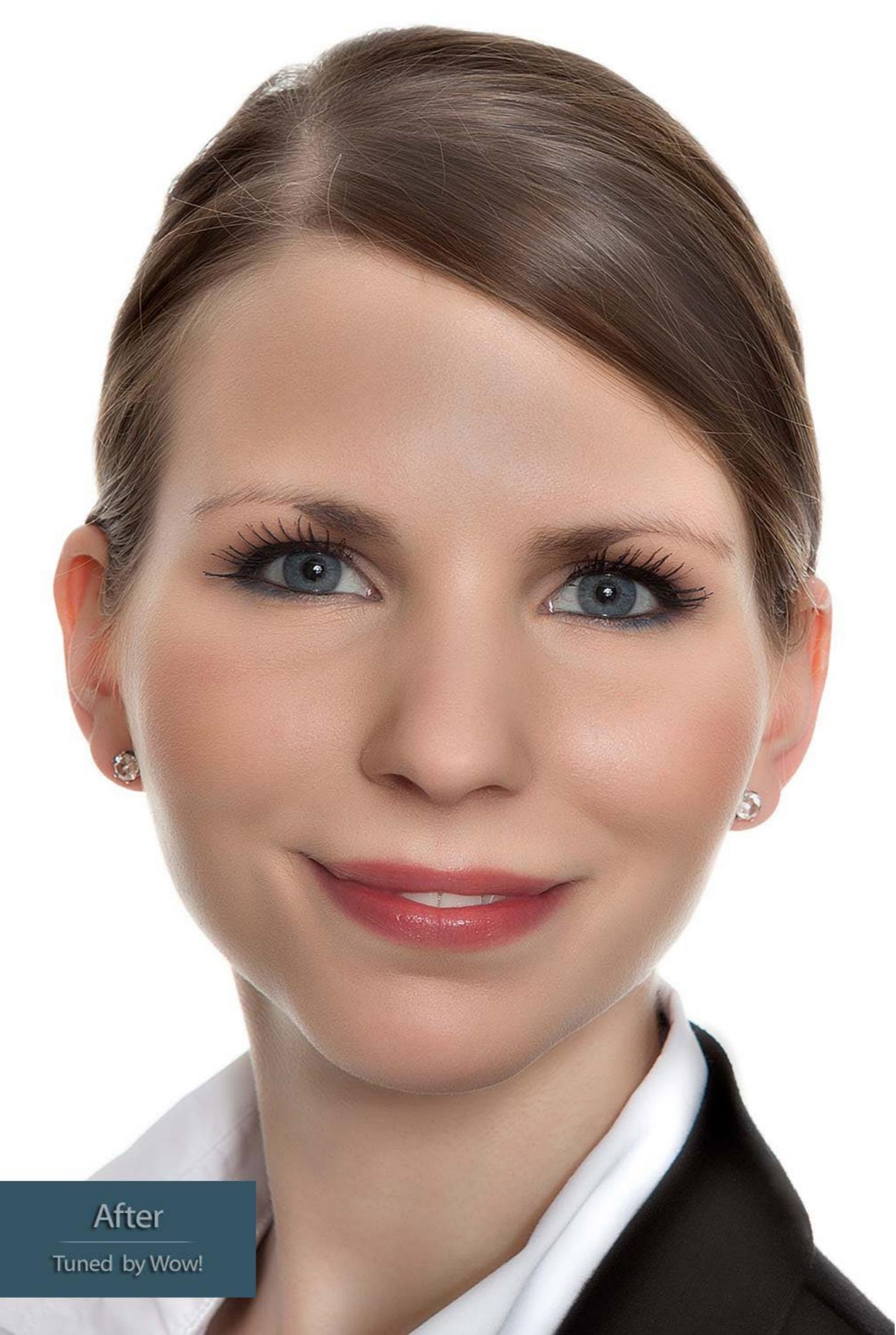
After

Tuned by Wow!



Before

Original



After

Tuned by Wow!



Before

Original



After

Tuned by Wow!



Before

Original



After

Tuned by Wow!



Before

Original



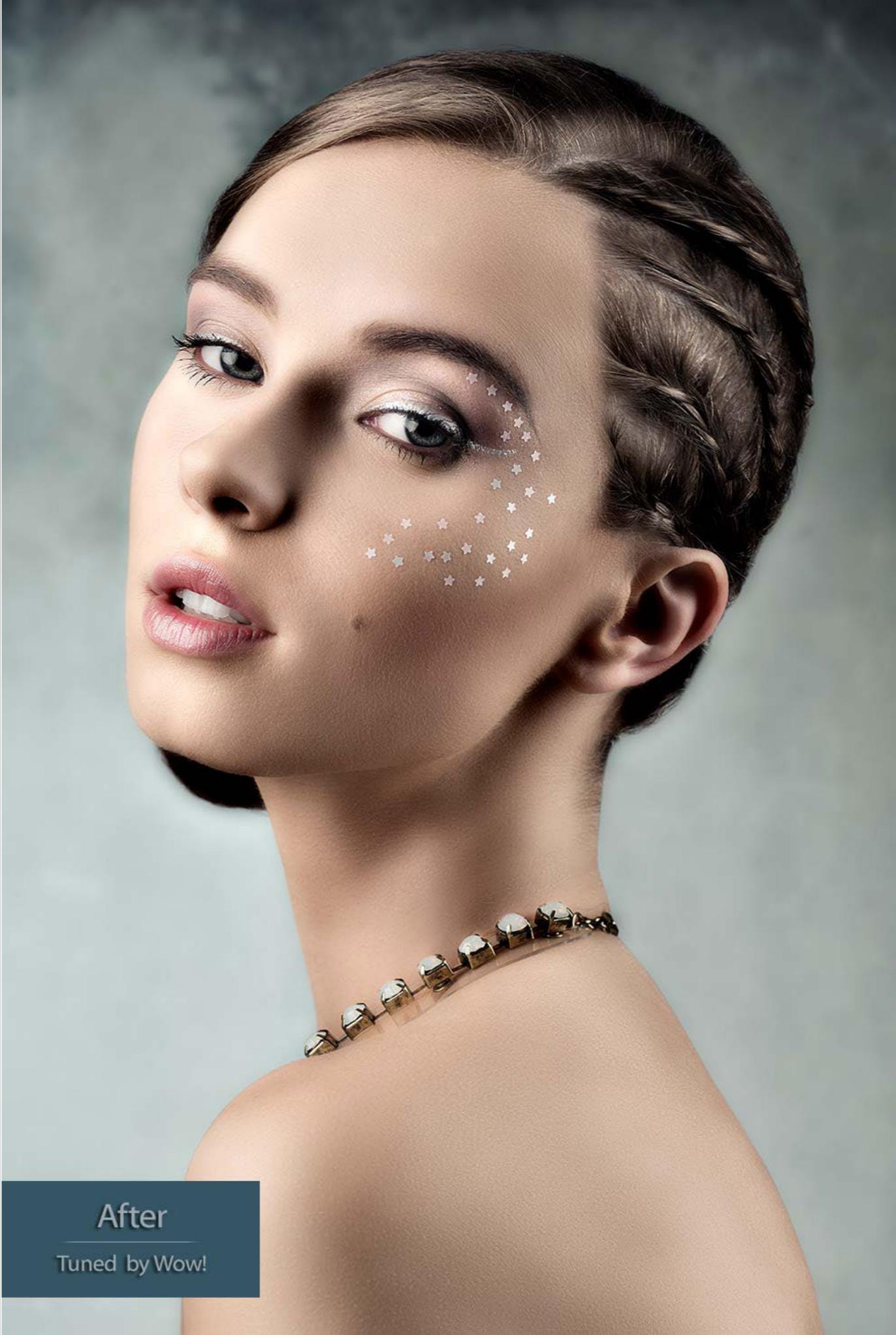
After

Tuned by Wow!



Before

Original



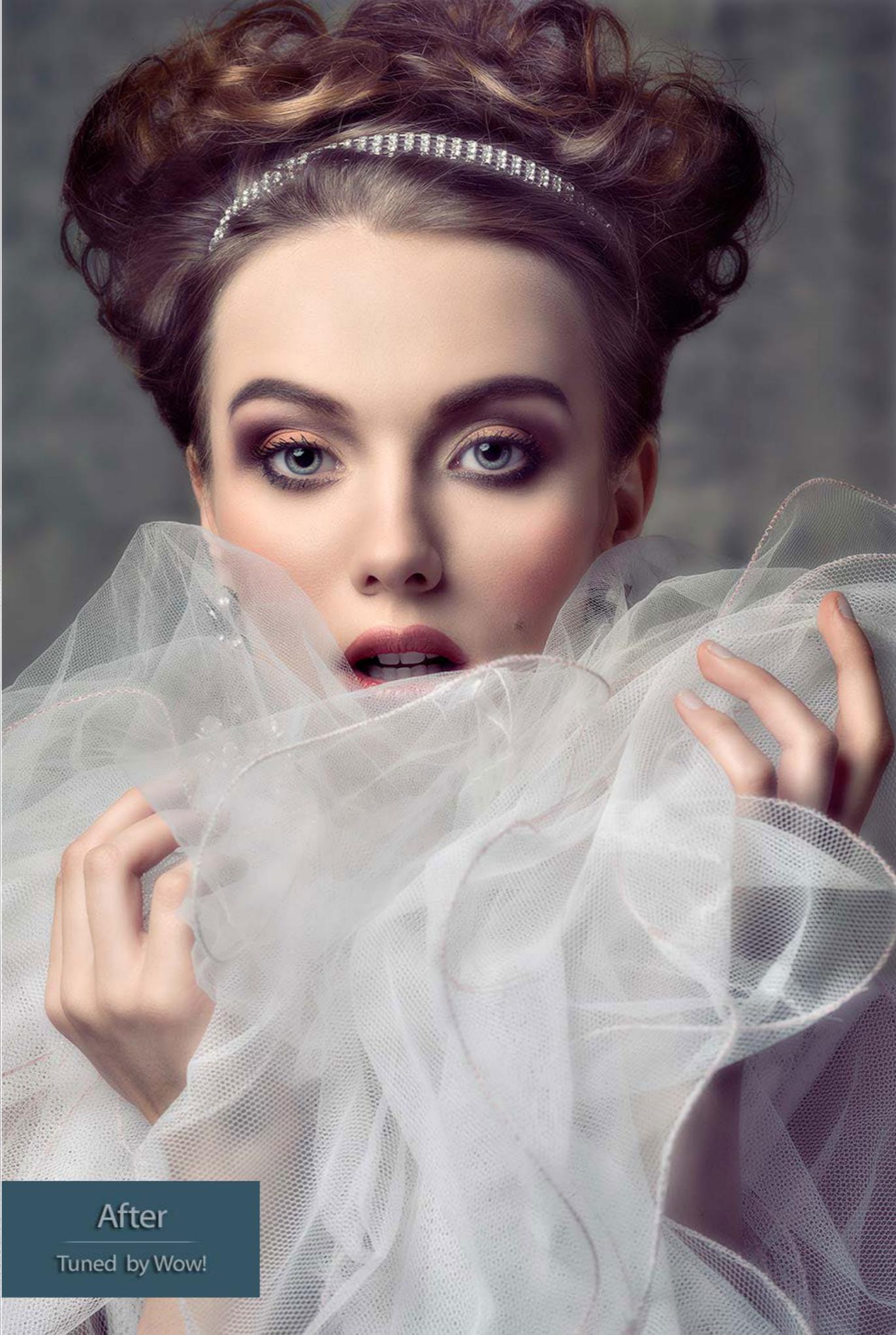
After

Tuned by Wow!



Before

Original



After

Tuned by Wow!

## 11. Quick and clean: frequency separation according to Wow!

This next pages explains how Wow! works. Like our other tools, Wow! gives you an often excellent starting point simply by picking a preset. You can tweak it at will to reach what is optimal for you. If you need more control, keep Wow! on a separate layer and play with opacity and layer masks. The process is quick: in a couple of minutes, we were able to obtain five different versions.

To compare the versions like in Photoshop layers please watch the pdf at full page and go back and forth using the keyboard left/right keys.



GO BACK AND FORTH  
USING THE ARROW KEYS  
TO COMPARE THE VERSIONS

WOW!

### WOW! TONAL EQUALIZER

0 0 0 0 0 100

Presets ON

Cancel RUN

The image shows a software interface for a 'WOW! TONAL EQUALIZER'. It features five vertical sliders for frequency adjustment, each with a '0' label at the top. To the right of these is a larger vertical slider labeled '100'. Below the sliders is a 'Presets' dropdown menu and an 'ON' toggle switch. At the bottom, there are buttons for a home icon, a question mark, 'Cancel', and 'RUN'.

Original



GO BACK AND FORTH  
USING THE ARROW KEYS  
TO COMPARE THE VERSIONS

WOW! TONAL EQUALIZER

+2 -2 -3 +1 +4 100

Wow ON

Cancel RUN



**Straight application of the  
preset Wow!**  
**+2, -2, +3, +1, +4**  
**No further changes.**

**Wow Preset 100%**

GO BACK AND FORTH  
USING THE ARROW KEYS  
TO COMPARE THE VERSIONS

WOW! TONAL EQUALIZER

+2 -1 -2 -3 +6 100

Gentle ON

Cancel RUN



Straight application of the  
preset Gentle  
+2, -1, -2, +3, +6  
No further changes.

Gentle Preset 100%

GO BACK AND FORTH  
USING THE ARROW KEYS  
TO COMPARE THE VERSIONS

WOW! TONAL EQUALIZER

+2 -1 -2 +5 -2 100

Enhanced Black Control ON

Cancel RUN

Straight application of the  
preset Enhanced Black Control  
+2, -1, -2, +5, -2  
No further changes.

EBC Preset 100%



GO BACK AND FORTH  
USING THE ARROW KEYS  
TO COMPARE THE VERSIONS

WOW! TONAL EQUALIZER

+2 0 0 +3 +6 100

Boost ON

Cancel RUN



Straight application of the  
preset Boost  
+2, 0, 0, +3 , +6  
No further changes.

**Boost Preset 100%**

GO BACK AND FORTH  
USING THE ARROW KEYS  
TO COMPARE THE VERSIONS

WOW! TONAL EQUALIZER

+2 -1 -2 -3 +6 100

Gentle ON

Cancel RUN

WOW! TONAL EQUALIZER

+2 0 0 +3 +6 100

Boost ON

Cancel RUN



Preset Gentle + Preset Boost  
on the same layer  
Great but over-sharpened

Gentle+Boost 100%

GO BACK AND FORTH  
USING THE ARROW KEYS  
TO COMPARE THE VERSIONS

WOW! TONAL EQUALIZER

+2 0 0 +3 +6 100

Boost ON

Cancel RUN

This screenshot shows the 'WOW! TONAL EQUALIZER' interface with the 'Boost' preset selected. The frequency sliders are set to +2, 0, 0, +3, and +6. The overall gain slider is set to 100. The 'Boost' toggle is turned 'ON'. Navigation buttons include a home icon, a help icon (?), 'Cancel', and 'RUN'.

WOW! TONAL EQUALIZER

+2 -1 -2 -3 +6 100

Gentle ON

Cancel RUN

This screenshot shows the 'WOW! TONAL EQUALIZER' interface with the 'Gentle' preset selected. The frequency sliders are set to +2, -1, -2, -3, and +6. The overall gain slider is set to 100. The 'Gentle' toggle is turned 'ON'. Navigation buttons include a home icon, a help icon (?), 'Cancel', and 'RUN'.



Preset Gentle + Preset Boost  
on the same layer  
Same than before but with  
slider 1 set to 0 in both applica-  
tion

Gentle+Boost 100% 1=0

## EBC at 100, 70 and 40%

Don't worry if the effect is too strong. Simply play with opacity adjusting the opacity slider.

For a full control we suggest to apply Wow! on a duplicate layer and change opacity slider as shown below.



minBW - Boost, Neutral, Red



A screenshot of the 'WOW! TONAL EQUALIZER' interface. The 'Enhanced Black Control' (EBC) slider is set to 100. The interface includes five frequency sliders with values +2, -1, -2, +5, and -2. At the bottom, there are buttons for 'Home', '?', 'Cancel', and 'RUN'. The 'Enhanced Black Control' dropdown menu is open, showing the current setting.

A screenshot of the 'WOW! TONAL EQUALIZER' interface. The 'Enhanced Black Control' (EBC) slider is set to 70. The interface includes five frequency sliders with values +2, -1, -2, +5, and -2. At the bottom, there are buttons for 'Home', '?', 'Cancel', and 'RUN'. The 'Enhanced Black Control' dropdown menu is open, showing the current setting.

A screenshot of the 'WOW! TONAL EQUALIZER' interface. The 'Enhanced Black Control' (EBC) slider is set to 40. The interface includes five frequency sliders with values +2, -1, -2, +5, and -2. At the bottom, there are buttons for 'Home', '?', 'Cancel', and 'RUN'. The 'Enhanced Black Control' dropdown menu is open, showing the current setting.

## 12. Case History 1. Preset “Boost!” with a portrait.

Please notice that all this comparison are “one click!” No further corrections, no scams. One-minute postproduction...  
To compare the results please view the pdf on full pages and go back and forth using the keyboard left/right keys.



GO BACK AND FORTH  
USING THE ARROW KEYS  
TO COMPARE THE VERSIONS



This nice portrait had no real issues, only a lack of digital personality and 3D effect.

Original

GO BACK AND FORTH  
USING THE ARROW KEYS  
TO COMPARE THE VERSIONS

WOW! TONAL EQUALIZER

+2 0 0 +3 +6 100

Boost ON

Cancel RUN

Boost preset. Great result. A bit of halos around the subject may help, but in this case perhaps it's a bit too much and shadows, especially in the eyes .too deep. Let's try to improve it.

**Boost Preset 100%**

GO BACK AND FORTH  
USING THE ARROW KEYS  
TO COMPARE THE VERSIONS

WOW! TONAL EQUALIZER

+2 0 0 +3 0 100

Boost ON

Cancel RUN

The fifth slider from +6 to 0 and done! Less halos and more detail in the shadows. The first slider add only sharpening. Notice that all the job is done by the fourth slider at +3.

**Boost Preset modified**

## 13. Case History 2. Preset “Gentle”with a typical beauty shot

According to our test all these preset are crossed-setting and if proper used are very good from beauty to wedding, from family portrait to bouquet. Surprisingly they work also very well with most of product (still life) shots.

To compare the results please view the pdf on full pages and go back and forth using the keyboard left/right keys.



GO BACK AND FORTH  
USING THE ARROW KEYS  
TO COMPARE THE VERSIONS



Not easy to enhance this delicate image. We'll try to improve the skin gradations, the hair and the lips. Eyelashes also are a bit confused.

Original

GO BACK AND FORTH  
USING THE ARROW KEYS  
TO COMPARE THE VERSIONS



WOW! TONAL EQUALIZER

+2 -1 -2 -3 +6 100

Gentle ON

Cancel RUN

The interface features five vertical sliders for frequency adjustments, a master volume slider on the right, a dropdown menu set to 'Gentle', and an 'ON' toggle. At the bottom are buttons for home, help, cancel, and run.

Although the comparison seems to be less wowing that the previous the image have been improved virtually anywhere. See the next page for comments.

Preset Gentle 100%

*Better dark and low contrast areas with a better printability*

*Clean and supersharp edges enhancing details*

*Sharper and more detailed eyelashes*

*Smooth transitions with very pleasant skin tones*

*Better teeth surface, nice lips, enhanced glittering*

WOW! TONAL EQUALIZER

+2 -1 -2 -3 +6 100

Gentle ON

Cancel RUN

The interface features five vertical sliders for frequency adjustments, labeled +2, -1, -2, -3, and +6. A sixth slider on the right is labeled 100. Below the sliders is a dropdown menu set to 'Gentle' and an 'ON' toggle switch. At the bottom are buttons for home, help, cancel, and a blue 'RUN' button.

## 14. Case History 3. Custom Preset with a baby shot

Please visit the Wow! page and stay in touch to read the full test that will be published soon of the [blog >](#)

To compare the results please view the pdf on full pages and go back and forth using the keyboard left/right keys.



GO BACK AND FORTH  
USING THE ARROW KEYS  
TO COMPARE THE VERSIONS



WOW! TONAL EQUALIZER

0 0 0 0 0 100

Presets ON

Cancel RUN

This is a screenshot of a software interface titled 'WOW! TONAL EQUALIZER'. It features five vertical sliders, each with a '0' above it, and a larger vertical slider on the right with '100' above it. Below the sliders is a 'Presets' dropdown menu and an 'ON' toggle switch. At the bottom, there are four buttons: a home icon, a question mark icon, a 'Cancel' button, and a blue 'RUN' button.

Very nice and charming shot.  
As many picture of this kind  
there is a lack of sharpness and  
3D effect.

Original

GO BACK AND FORTH  
USING THE ARROW KEYS  
TO COMPARE THE VERSIONS



WOW!

### WOW! TONAL EQUALIZER

+6 +1 -2 +2 -4 100

Presets ON

Cancel RUN

Really improved. If you print the two files the difference will be even greater.  
Note: this file is perfect for print. For monitor view or web you can reduce the first slider to +3

+6, +1, -2, +2, -4

## 15. Case History 4. Custom Preset with our “Vitamina Monalisa”

Wow adds a magic exclusive look to many images. Sometimes this may generate some problems as shadows that can be closed or highlight burned.

Please check the first version, which is very powerful and sharp and then see how to recover the highlights and shadow details.

To compare the results please view the pdf on full pages and go back and forth using the keyboard left/right keys.



GO BACK AND FORTH  
USING THE ARROW KEYS  
TO COMPARE THE VERSIONS

WOW! TONAL EQUALIZER

0 0 0 0 0 100

Presets ON

Cancel RUN

The screenshot shows a software interface for a tonal equalizer. It features five frequency sliders, each currently set to 0. A master volume slider on the right is set to 100. Below the sliders is a 'Presets' dropdown menu and an 'ON' toggle switch. At the bottom, there are navigation buttons: a home icon, a question mark icon, a 'Cancel' button, and a blue 'RUN' button.

One of our preferred images. We are used to seeing her converted with Vitamin BW, and in color honestly find her a bit ordinary. Let's see if we can get something better.

Original

GO BACK AND FORTH  
USING THE ARROW KEYS  
TO COMPARE THE VERSIONS



WOW!

### WOW! TONAL EQUALIZER

+2 -2 -3 +3 +4 100

Presets  ON

Cancel RUN

What can we say? Wow!  
Very glamorous. Let us check  
if we can even improve it in the  
next step.

+2, -2, -3, +3, +4

GO BACK AND FORTH  
USING THE ARROW KEYS  
TO COMPARE THE VERSIONS

WOW! TONAL EQUALIZER

+2 -2 -3 +3 0 100

Presets ON

Cancel RUN

Digitally speaking better than the previous but probably less impacting. Two great versions. Notice how we protect the highlights and open the shadows setting the slider four at 0 instead than +4.

+2, -2, -3, +3, 0



# KNOW HOW TRANSFER

the photography knowledge hub

## 16. Credits

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Wow! is developed by KnowHowTransfer  
Manual design by Marco Diodato

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