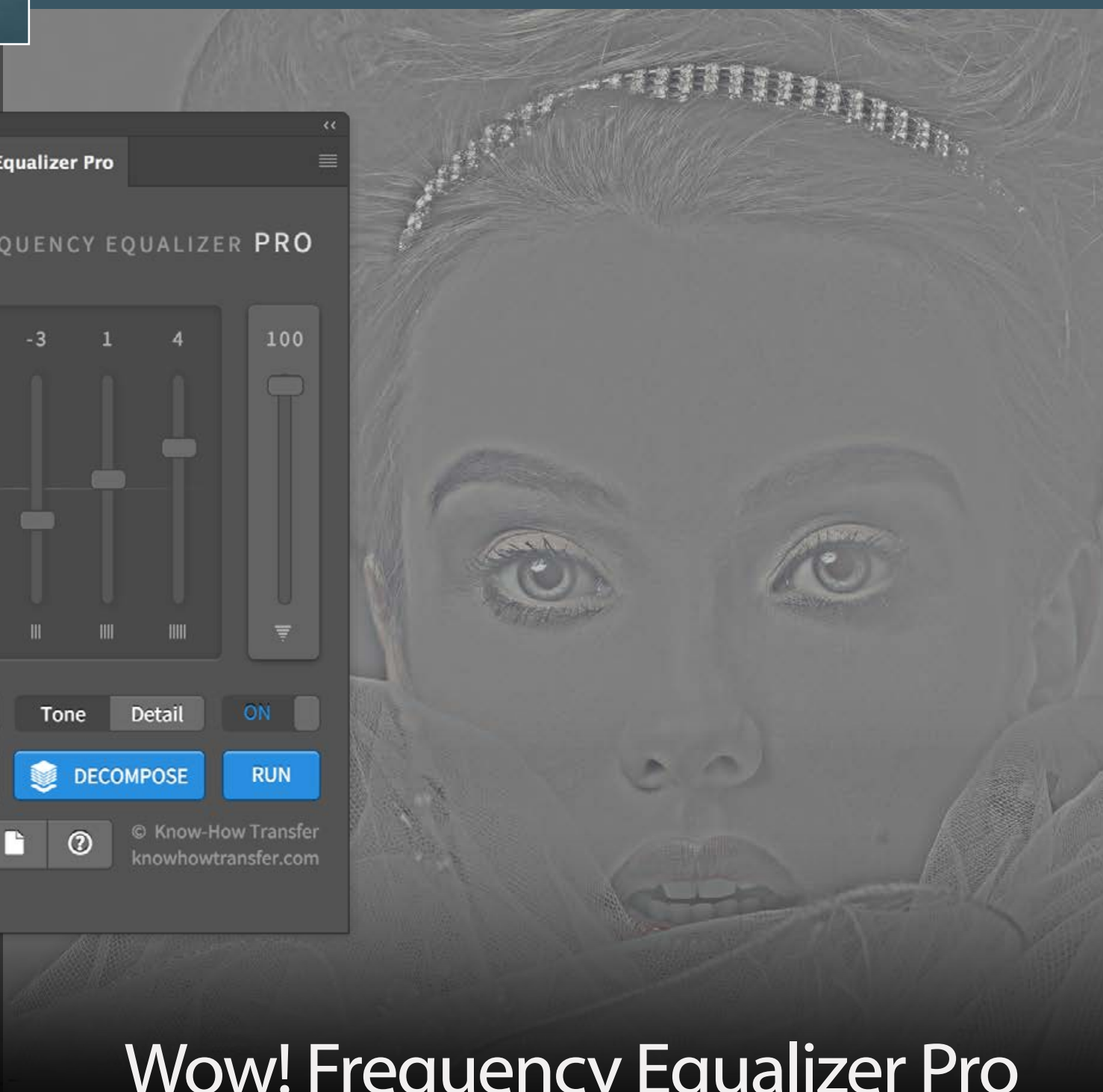


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the photography knowledge hub



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Wow! Frequency Equalizer Pro

User Manual - Version 1.5.2 - February 2017

Install Wow!

The install files are downloadable from the download email links or logging in your ["My Account"](#) page

You can download the dedicated installer or the folder documentation that contains the user manuals in additional languages and extra contents as actions or test files.

Download 1: Wow! Pro Edition for MAC

Download 2: Wow! Pro Edition for WIN

Download 3: Documentation and extras

Right click and open to install

MAC users that have the security preference tab checked on "Allow apps downloaded from "Mac Apps Store" will receive an alert that this app is not downloaded from Apple Mac Store. OK and proceed to install.

WIN users will be asked "Do you want to allow this app from an unknown publisher to make changes to your PC?"
Ok and proceed to install.

Right click and open to uninstall

Same procedure using the Uninstall,app button



Additional step for pre-CC 2014 users

We mean the first version of. CC, released in 2013.
2014 and later are OK.

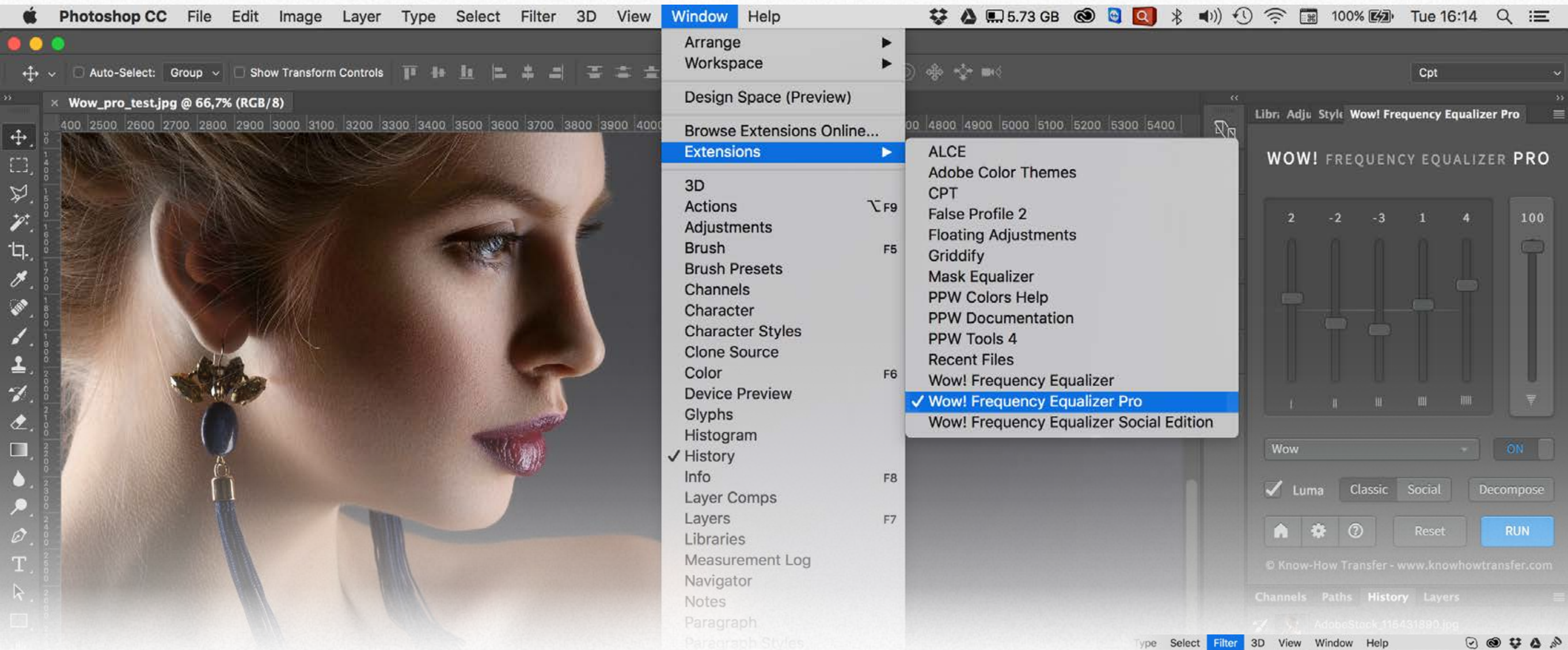
[To complete the installation please go to the FAQ page](#)

Compatibility

Photoshop CC and above
MAC OSX 10.7 Lion and above
WIN 10 and above (64bit only)

Install Tutorial

Open Wow! Pro



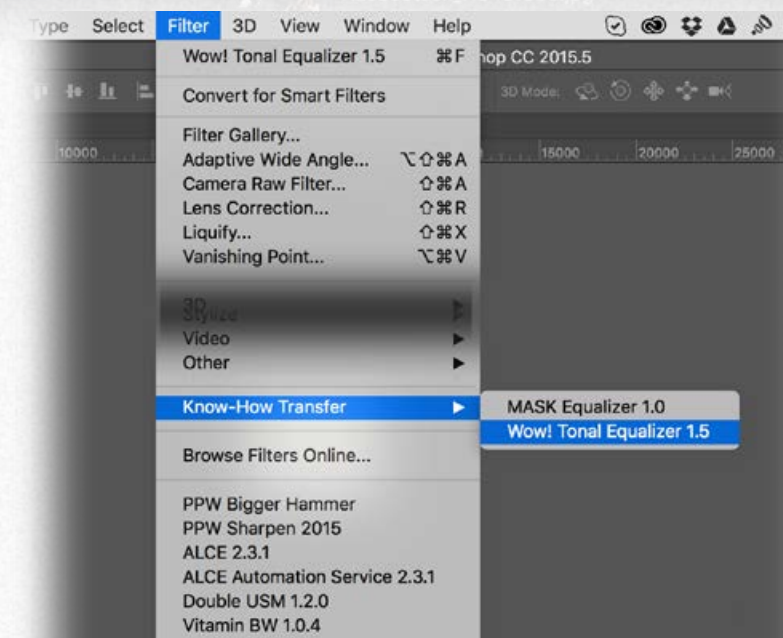
Open Wow! Pro

Photoshop/Window/Extension/WOW! Frequency Equalizer Pro

Do NOT open Wow! Pro

Photoshop/Filter/Know-How Transfer/Wow! Tonal Equalizer 1.5.0

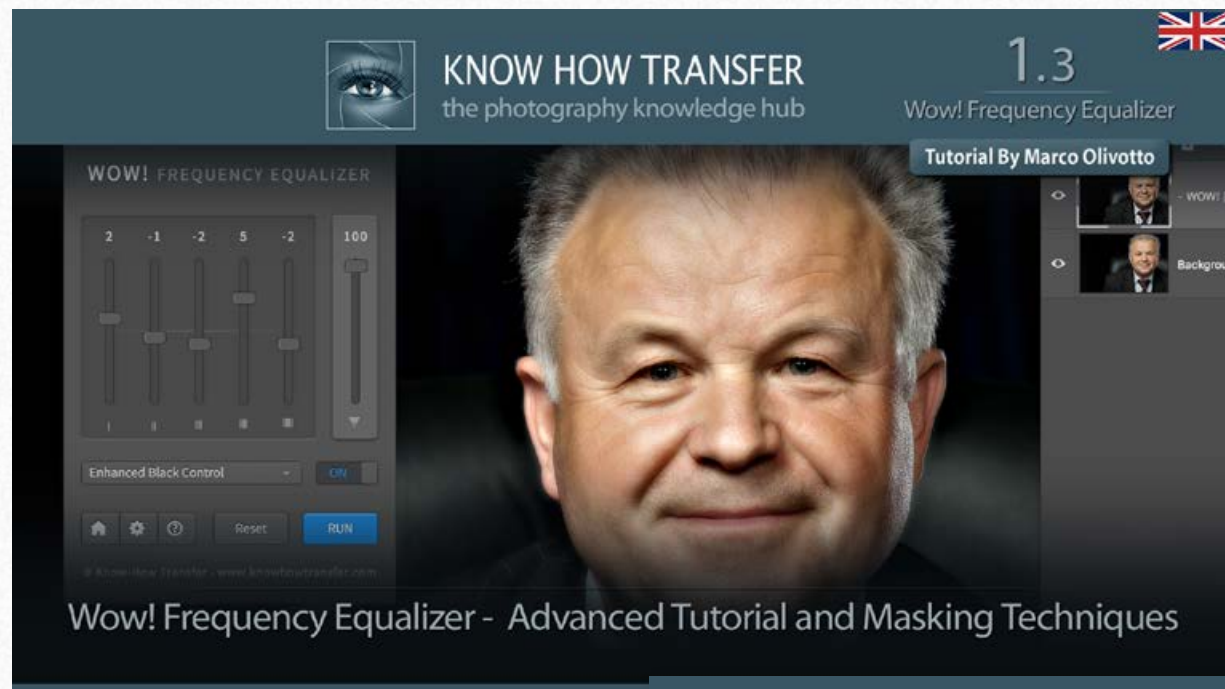
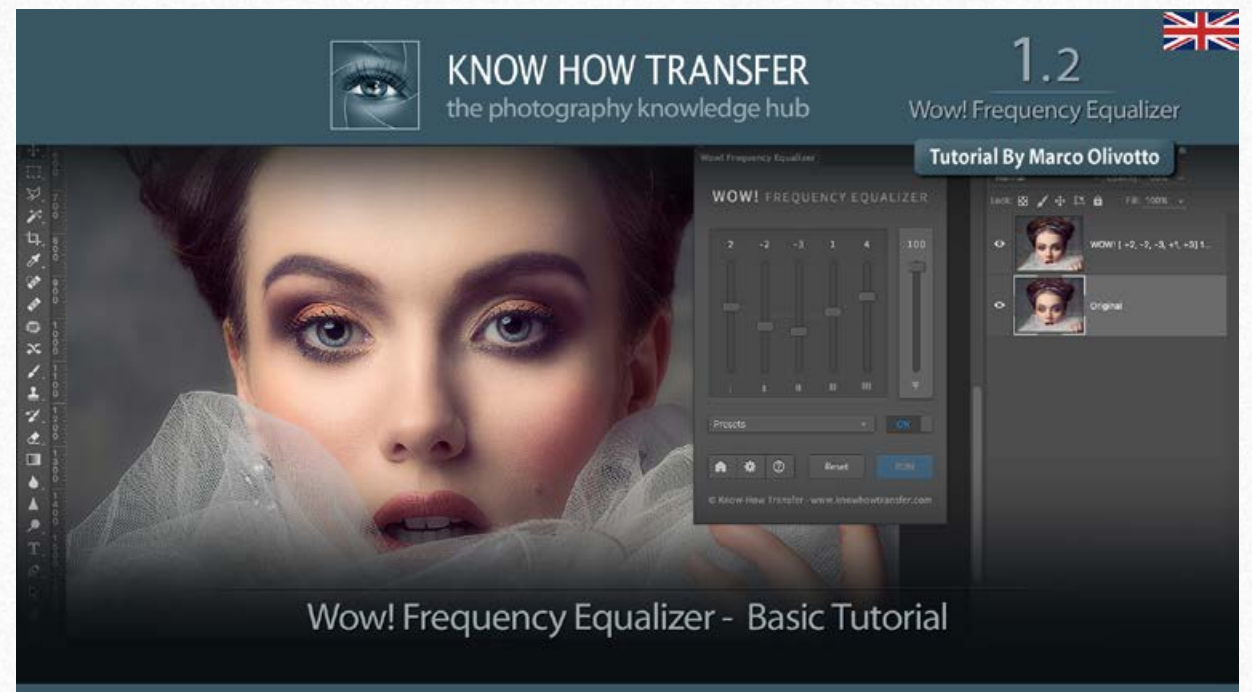
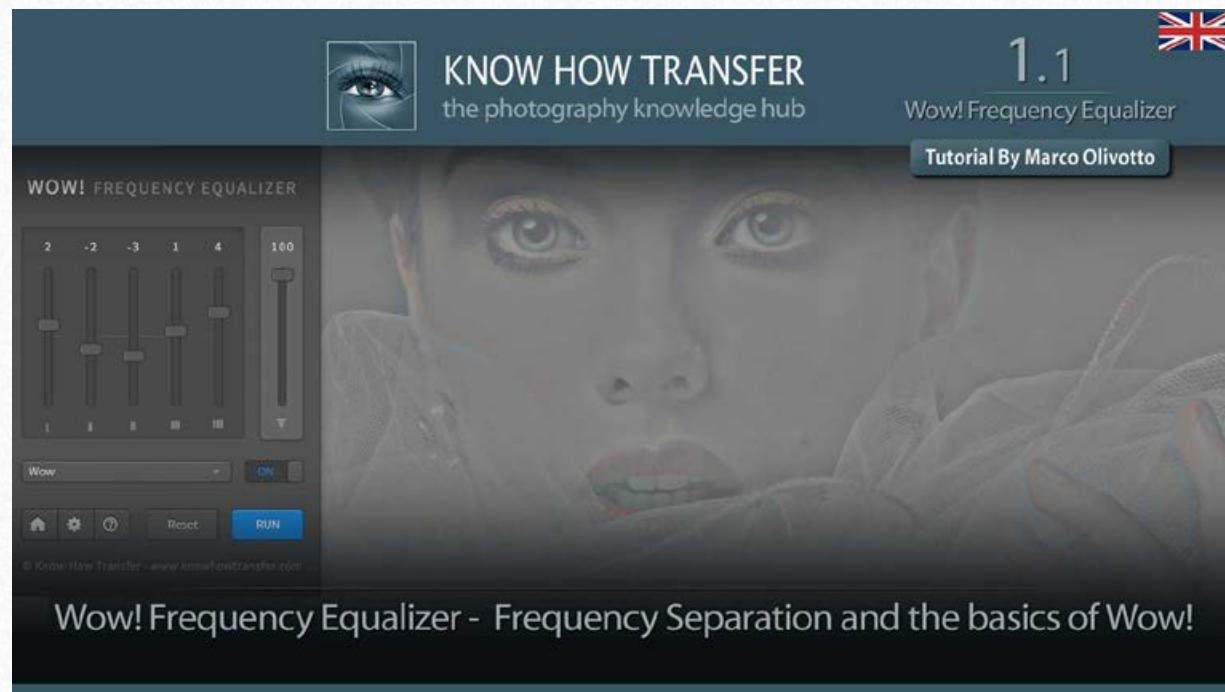
This is only for internal use.



Tutorials

The first three tutorials are valid for all the Wow! range.

The fourth focuses on the features of Wow! Pro edition: Click or tap on the images to watch the videos.



[Go to Wow! Tutorial Page](#)

The Wow! Pro panel

Frequency bands sliders

The sliders correspond to five spatial frequency bands; left to right, high frequencies which become progressively lower. If you prefer: detail is on the left, shape is on the right. The intermediate bands work on intermediate scales. Each slider can be either boost or cut: a boost corresponds to an enhancement of a given band, a cut corresponds to a reduction. The last on the right is the opacity slider, used to reduce the effect if you are working on the background layer. By default, it is set at 100%.

Presets

Any engine, Tone or Detail, come with a list of presets that allow you to start from an advanced result.

ON/OFF

Shows the before/after

Home / ?

Home button links to Wow! homepage.
? button shows the version number.



Preferences / Live View On-Off

By default, to apply Wow! you must press the RUN button. Or you can enable live view in the preferences tab. [Read more.](#)

The Panel

Tone and Detail Engines

Wow! Pro is powered by two algorithms. Tone (formerly Classic) and Detail (Social). Tone is designed to change the tonal values of an image, especially with portraits, to create what we call “the Wow! Factor”. Detail is a multi-frequency sharpening and shaping tool. It allows to finely tune the sharpness and/or the local contrast in each frequency band.

Decompose

The new Decompose button is a new exciting exclusive feature of Wow! Frequency Equalizer Pro. Read more on the next page.

RUN

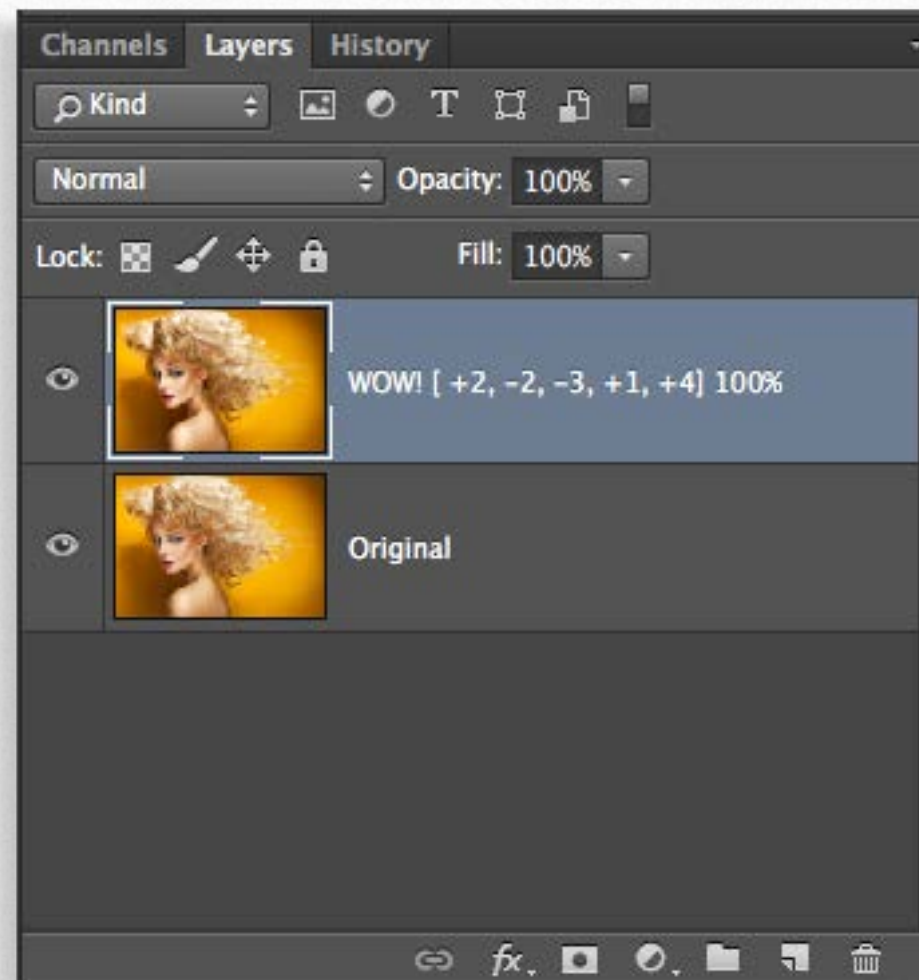
Applies Wow! when the Live View preference is off. It's inactive when Live View is off.

User manual

The page icon opens the User Manual. Read how to update to the latest version.

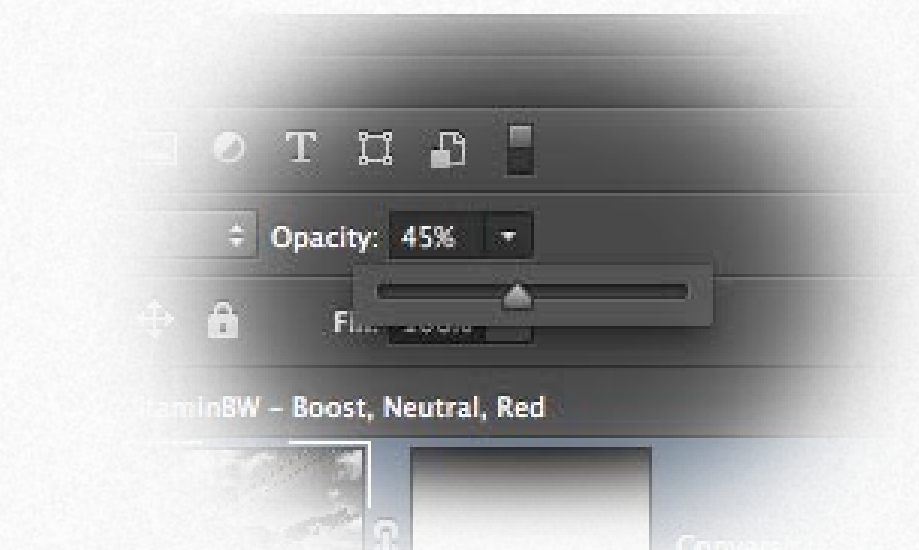
Use Wow! in default mode (live view off)

The Panel



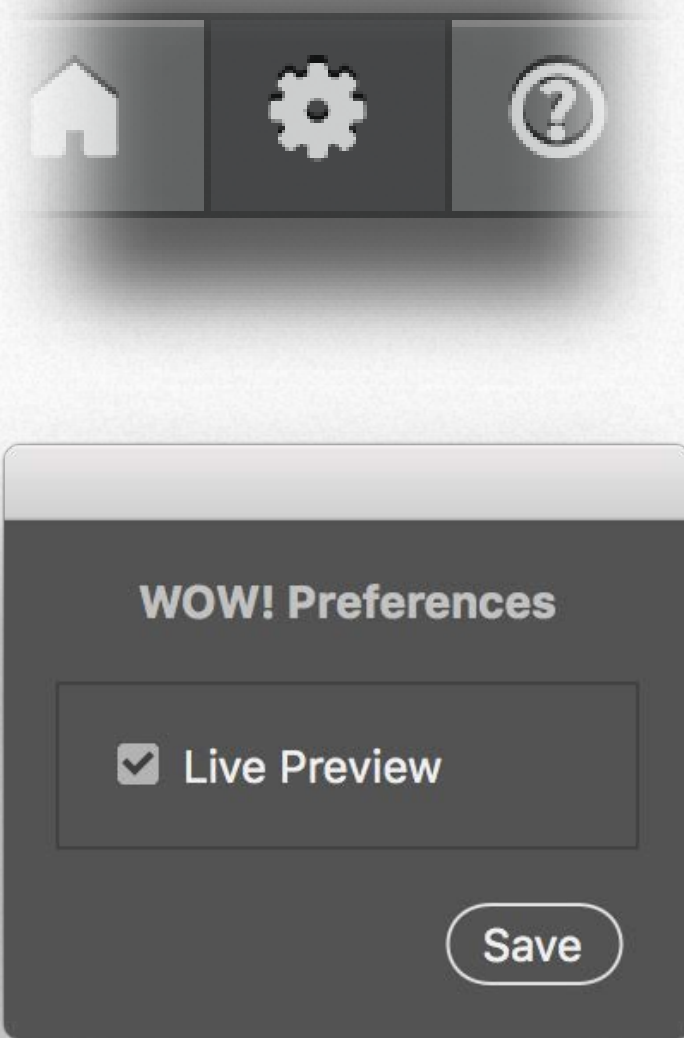
To apply Wow! choose a preset or enter your custom values then press RUN. Inspect the result and if necessary tweak some sliders and RUN again. Wow! will be applied on the original layer.

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 makes sense if you are working directly in 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 will tweak 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.

Use Wow! in live view mode



Enable live view

To enable Live Preview press the preferences tab, check “Live Preview” and save. The preview will be updated in real time.

You will now use the RUN button only to re-apply the last setting to a new image or a new layer.

The Panel



Learn More

The Decompose function

The new Decompose button is a new exciting feature of Wow! Frequency Equalizer Pro.

While the sliders let you easily boost or smooth each frequency range, you can now explicitly turn each frequency into its pixel layer (five of them are created in a stack, plus a base layer) for a better and more precise frequency based retouching.

You can paint, clone and heal on the very exact frequency layer that contains the features you need to target, with high precision, giving you unprecedented control over the retouching process.

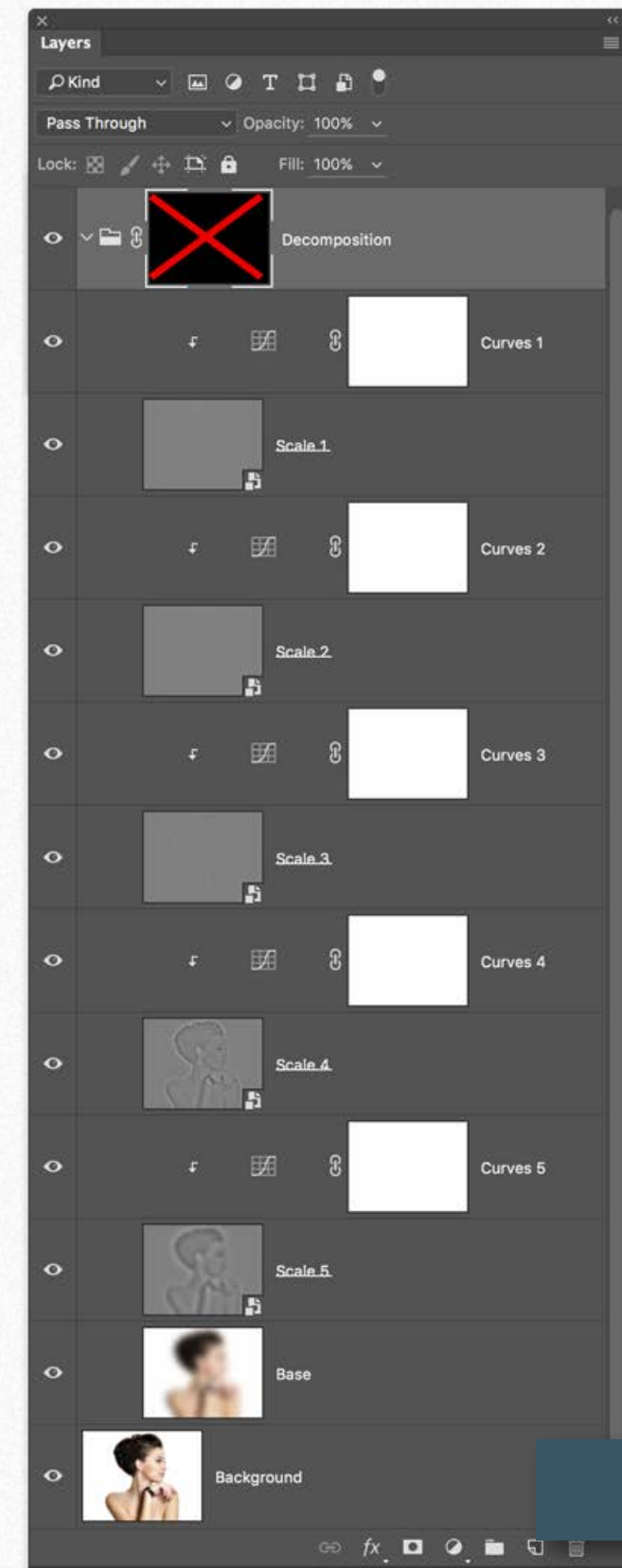
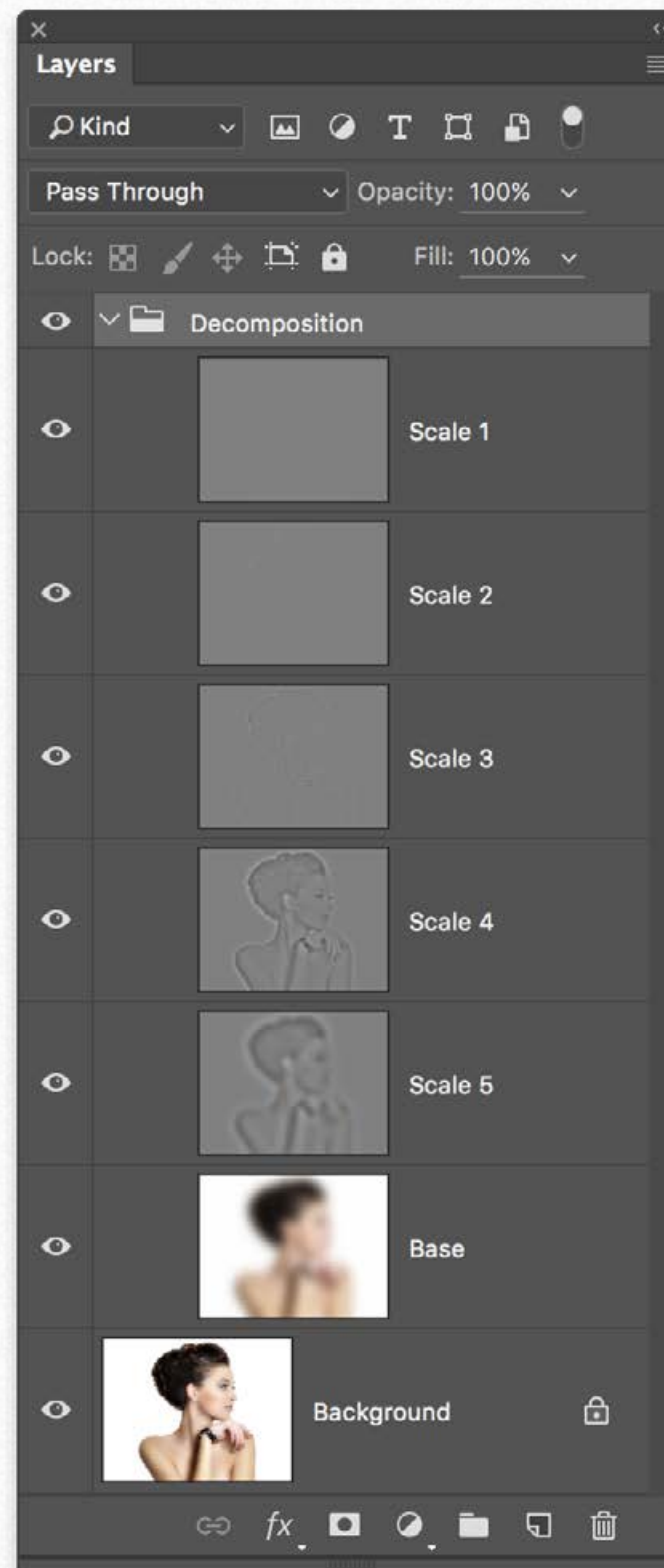
Advanced Decompose Action

The first action adds a curve adjustment layer to any layer. The curves are in blending mode “luminosity,” clipped to the layers and the middle point is on 128.

The second action in addition to the curves, transform the pixel layers advanced objects. In both cases, a deactivated black mask is added to the group to create skin masks.

Read more on the next page.

The Panel



[Learn More](#)

What are these actions for

Wow! Pro Decompose Add Curve adds a curve adjustment layer to the five scale layers. This curves are in blending mode “luminosity” to avoid color shift, and the middle point is sat on 128. Using this curves you will be able to smooth or sharpen specific frequencies. Also, a deactivated black mask is added to the group as skin masks. Read more at page 16 or [watch the video >](#)

Wow! Pro Decompose Add Curve and Objects works as the previous action but also transform the Scale layers in Advanced Objects for a non-destructive retouch.

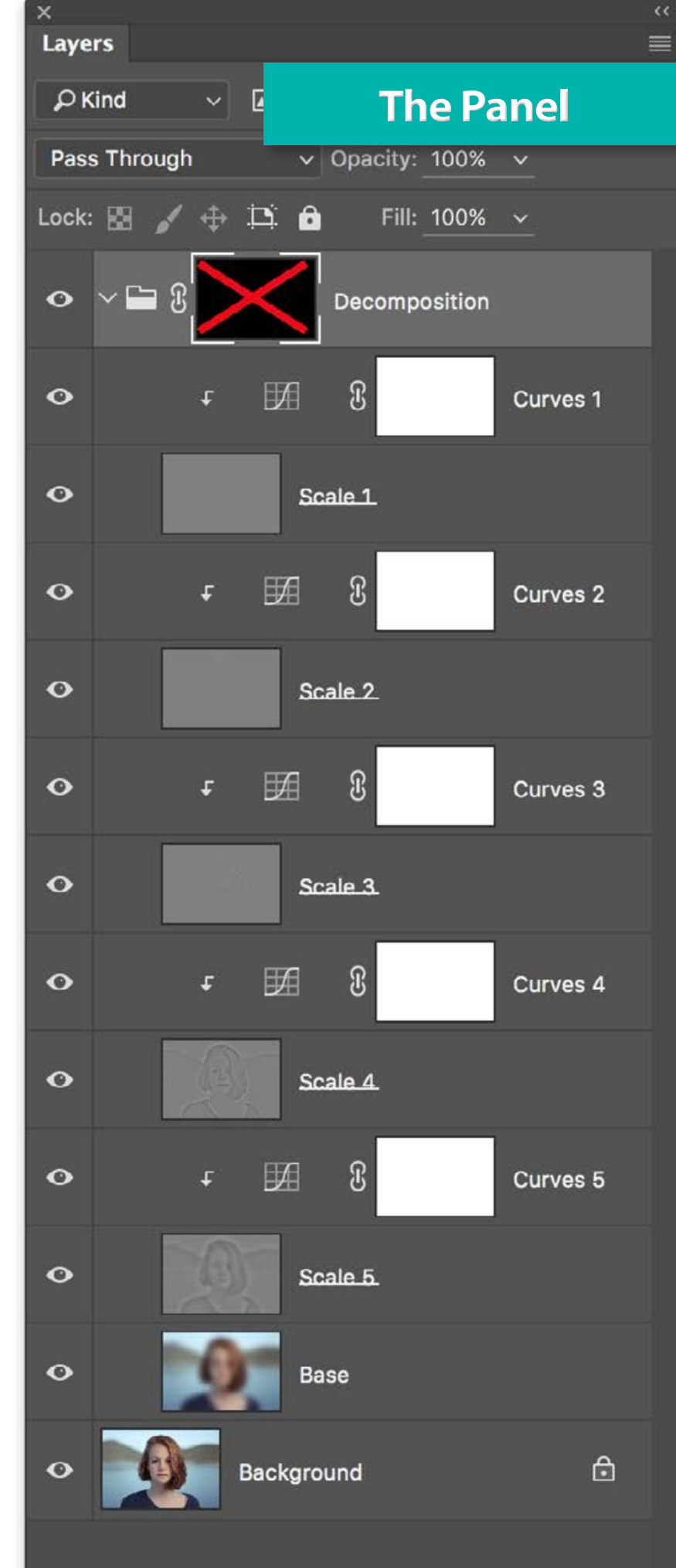
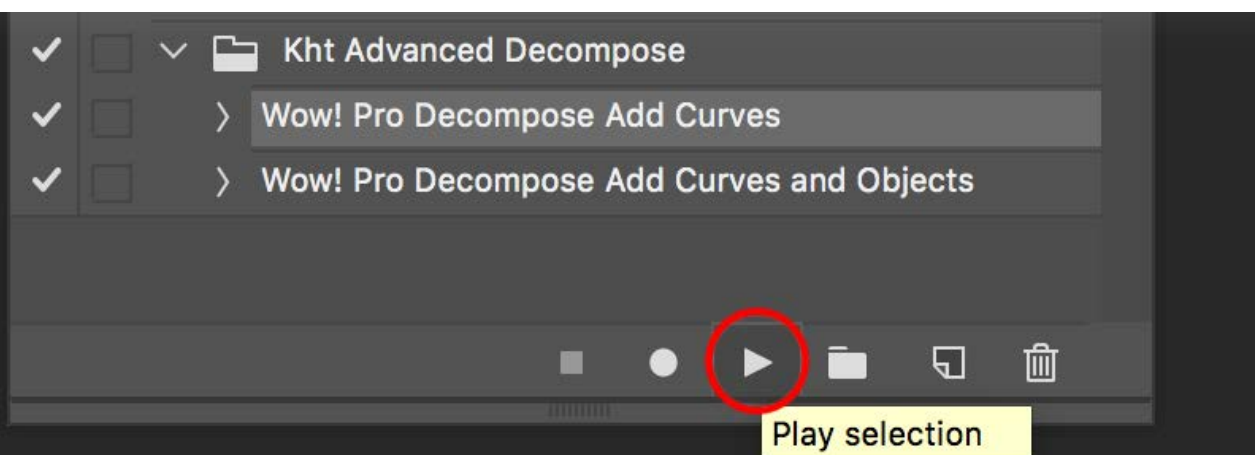
Where to find and how to install the actions

In the downloaded folder, along with installer, you will find “Advanced Decompose Action” folder, which includes “**Kht Advanced Decompose.atn**” file.

To install this actions just double click on the .atn file and, if requested, choose to open it with Photoshop. You can also choose “Load Actions” from the Action panel’s menu in Photoshop, and locate the .atn file to install.

How to launch the actions

1. Press the “Decompose Button” in the Wow! Pro Panel and create the scale layers.
2. Open from the Window menu the Actions Panel, select one of the two actions and launch it clicking on the small triangle.

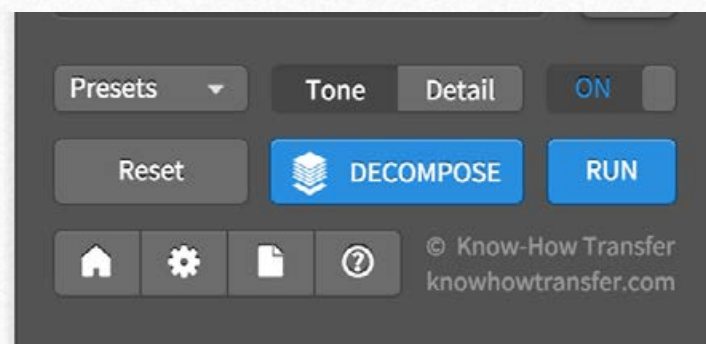


TONE engine. The tonal equalizer

Engines

Wow! Pro offers two different algorithms that work in an entirely different way: TONE, formerly Classic and DETAIL, formerly Social.

TONE is suitable to change the tone, the look, the mood. TONE adds style, image sharpness, and three-dimensionality together with incredibly smooth transitions. We call this “The Wow! Factor”.



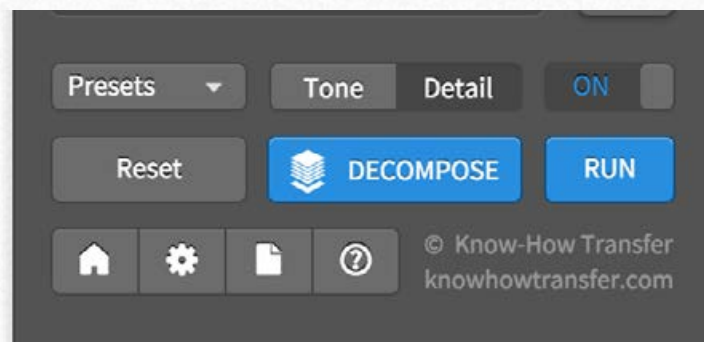
The TONE option selected.
Come with six dedicated presets.

[Learn More](#)

DETAIL engine for multi frequencies detailizing (larger files)

Engines

DETAIL is suitable to add shape and detail in any frequency band. It's great with landscape, architecture, and products. With smaller files (800 to 100px), it works in an entirely different way and the result very similar to TONE algorithm with larger files. It's very useful for web sized files. DETAIL come with six presets. Three for large files and three for small files.



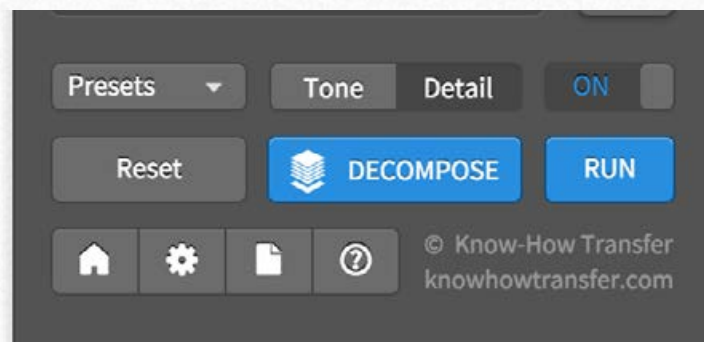
The DETAIL option selected.
To be used to add detail, contrast, and local contrast on multi-frequency basis.
Come with three presets dedicated to large files.

[Learn More](#)

DETAIL engine. The tonal equalizer with web sized files

Engines

If you are planning to use your post-produced images for web sized files is by far much better to reduce the size of your file before and then apply Wow! using the DETAIL option. In general, in one step you will get an excellent result that will no longer require further post-production. You will get better results than applying Wow! to the original and reduce the file size later.



The DETAIL option selected.
Come with three dedicated presets only for web-sized files.

[Learn More](#)

The presets for Tone engine

Once selected the Classic Engine you can try this six presets designed to meet different requirements. The values are optimized for a mid-size file. Let's say from 3000 to 4500px wide and must be considered a starting point. Some of them, i.e. Wow!, are designed for a straight application, others to be sandwiched. For instance, a fantastic combination is Skin+Wow. We heartily invite you to test all the presets with different subjects and play with the sliders. Also, try to play with the opacity. An effect too harsh at 100% may be perfect at 70%.

Wow!

[+2, -2, -3, +1, +4] 100%

It's the cor basic prese to get immediately what we call "The Wow! Factor", "the magic combination of sharpening and smoothing that helps you add shape and personality to your images. It's the perfect companion of "Skin".

Gentle

[+2, -1, -2, -3, +6] 100%

Typically to be applied at the end of your workflow. It improves the tonal transitions and enhances all details. Ideal for beauty and portrait in general.

Skin

[-5, -6, -3, +1, 0] 100%

It's the smoothing preset, great to correct skin imperfections. You can apply Skin on a first layer and Wow! on a second, add a white mask, grab a soft black brush and reveal all the parts that need to be corrected. A great powerful combination.

Enhanced Black Control

[+2, -1, -2, +5, -2] 100%

Add a dominant mood to your images. Increase the fourth slider value to enhance the effect, decrease the fifth value to control the black detail. Pushing the sliders values and deforming the image you can get incredible caricature effects.

Boost

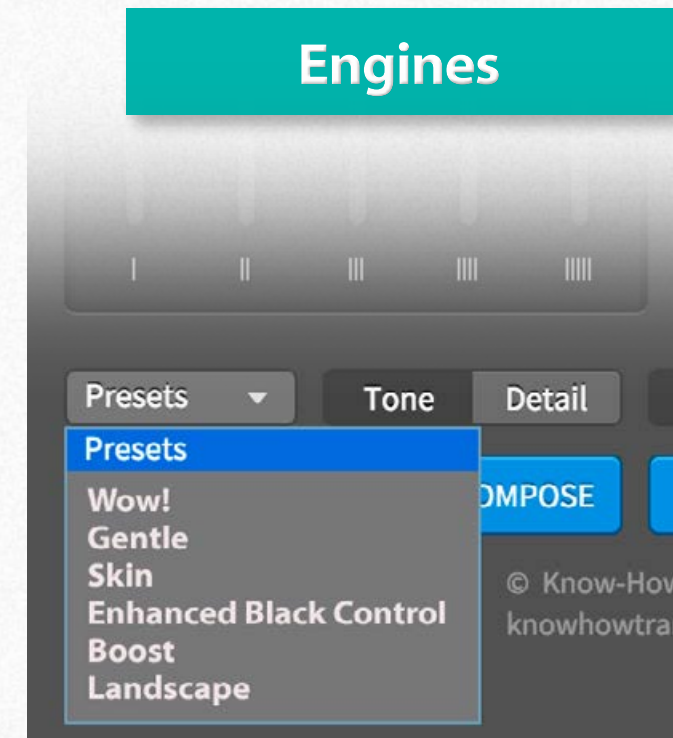
[+2, 0, 0, +3, +6] 100%

Adds shape to your image. Try to reduce the fifth layer value to add detail in the shadows. Try to add a mask to cut some parts and eventually play with opacity to reduce artifacts.

Landscape

[+3, +1, 0, +2, +3] 100%

Apply this preset and then compare with a version using the "Detail More" preset using the "Detail" engine. Or decompose and reduce the "Base" layer opacity, the best for landscape.



The presets for Detail engine

The Detail engine used with standard files increases sharpness, contrast and local contrast.

Come with three dedicated presets to be used with standard files. (Left column).

The same engine, used with web sized files (800/1500px) add a result very similar to the one you get with Tone engine and large files. Please read the next page.

Come with three dedicated presets to be used with web sized files. (Right column).

Detail - Standard files

[+2, +1, +2, +1, +3] 100%

Adds a bit more punch and sharpness to your files.

As a rule of thumb, the first two sliders add sharpness, the last two contrast, and local contrast.

Detail More - Standard files

[+4, +3, 0, +2, +4] 100%

This preset sharpens more and add more local contrast.

Detail Max- Standard files

[+6, +3,+1 +3, +6] 100%

Use this preset with files with a lot of lack of sharpness and local contrast.

Wow - Web sized files

[+2, -2, -3, +1, +4] 100%

Wow is the basic toning preset. In general with Wow!, Soft Portrait and EBC no further post-production will be necessary.

Soft Portrait - Web sized files

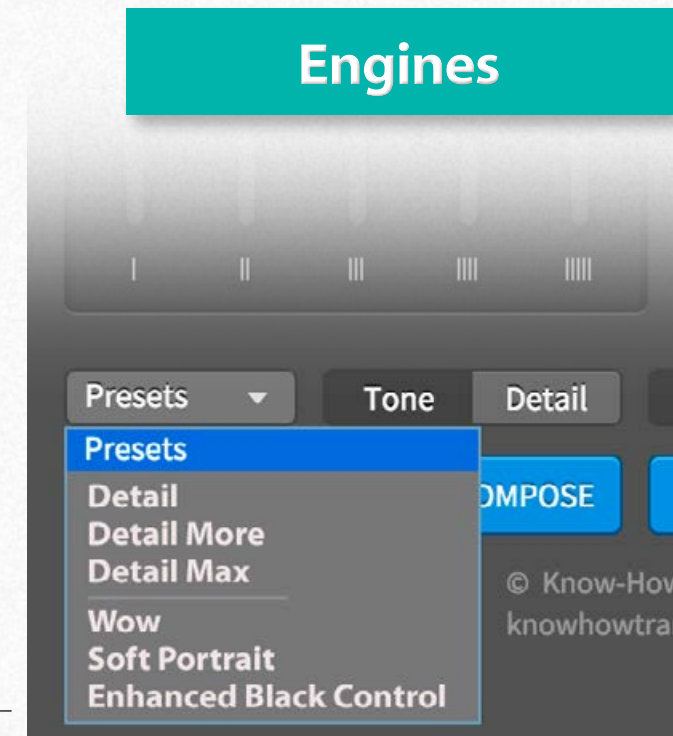
[1, -3, -6, -2, 4] 100%

It improves the tonal transitions end enhance all details. It's ideal for beauty and portrait in general.

Enhanced Black Control - EBC - Web sized files

[+2, -1, -2, +5, -2] 100%

Add a dominant mood to your images. Increase the fourth slider value to enhance the effect, decrease the fifth value to control the black detail. Pushing the sliders values and deforming the image you can get incredible caricature effects.



Wow! is file sensitive

It is important to understand that the presets are only a starting point, and the result may vary in an impressive way with different subjects and at the 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.



The “Wow Factor”

The Wow! Factor

Some call it “Glossy Glow”; some “Smooth Pop”. We call it the “The Wow Factor” that magical combination of sharpening and smoothing that adds style, image sharpness, and three-dimensionality together with incredibly smooth transitions and very pleasant skin tones. Wow! doesn’t only minimize blemishes, but with simply one step, it improves the image’s overall tone, smoothness, and brilliance, while enhancing detailed textures like hair, eyelashes, lips, fabrics, jewelry and more.



Dive in the “Wow Factor”



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

Frequency separation and frequency equalization in brief

Wow! is based on a technique called frequency separation. This is something that usually is done in Photoshop, almost exclusively in the field of beauty retouch, but Wow! brings it to a different level. Reading the next pages or watching the dedicated video you can understand what frequency separation is, but in brief, it is a technique which separates the texture of an image from its shape allowing you to change the relationship between these two elements.

Wow! introduces multi-frequency separation and frequency equalization

Using the principle of frequency separation, Wow! Frequency Equalizer decomposes your image in five different frequency bands and allows you to easily boost or smooth them individually; this complicated process is made easy by using the equalizer sliders.

Wow! Pro adds the multi-frequency decomposition

The Decompose button is a new exciting feature of Wow! Frequency Equalizer Pro decomposing the image in six different layers: what scientists call a “pyramid”. Each one of these addresses a different frequency. Bottom to top: a base layer image, extremely blurred, followed by decreasing frequency layers. The smaller the frequency, the finer the detail.

These are real layers that you can manipulate at will for a better and more precise frequency based retouching. You can paint, clone and heal on the very exact frequency the layer that contains the features you need to target, with high precision, giving you unprecedented control over the retouching process.

Wow! Pro offers two engines: Tone and Detail

Tone (formerly Classic) is suitable to change the tones, the look, the mood. Tone shines in portraits where it adds style, image sharpness, and three-dimensionality together with incredibly smooth transitions. We call this “The Wow! Factor”.

Detail adds sharpness and shape in any frequency band. It shines with landscape, architecture, and products.

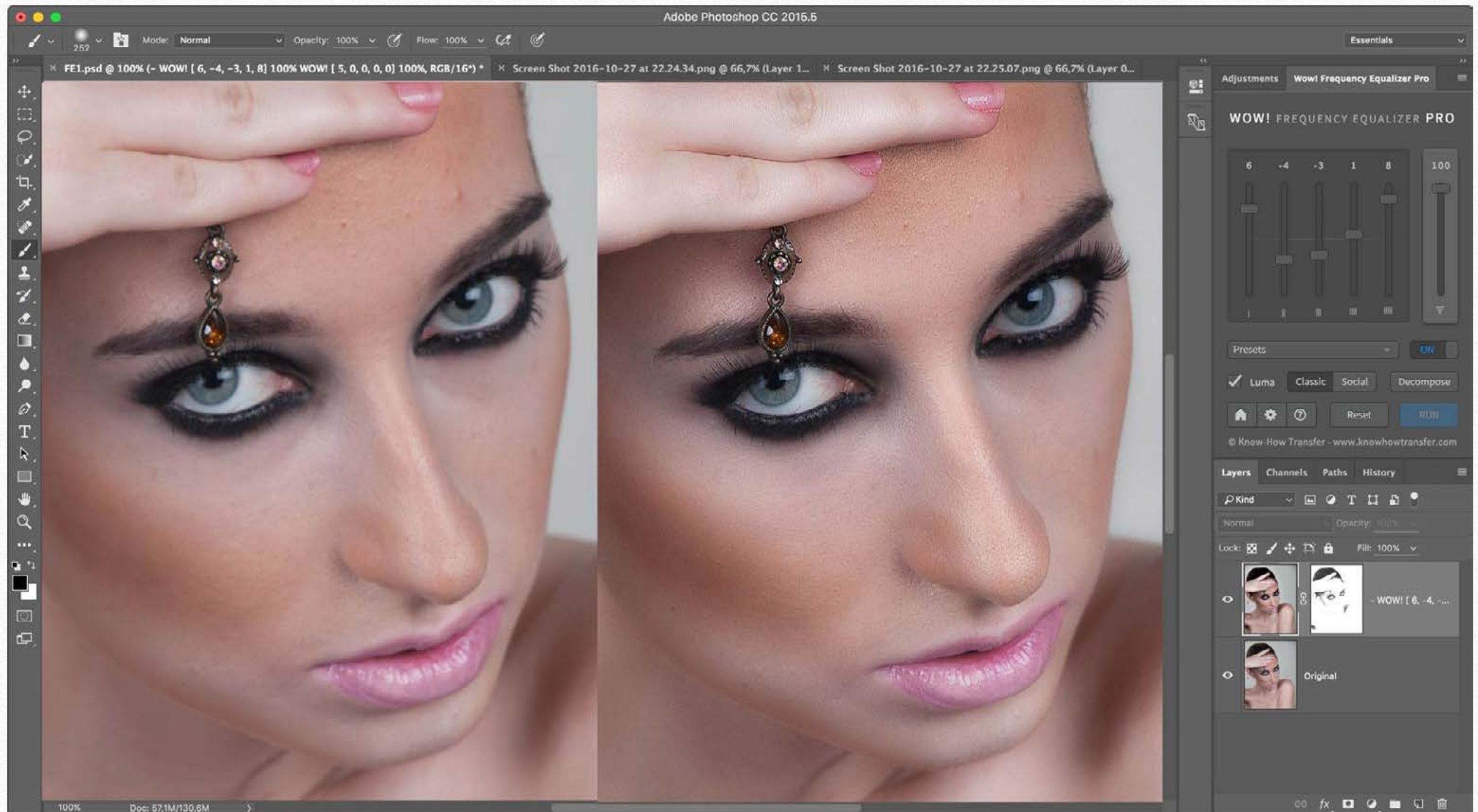
Both engines are available either using sliders or decompose.

With small sized files, it works entirely differently and generates a result very similar to Tone with larger files.

Frequency separation and frequency equalization

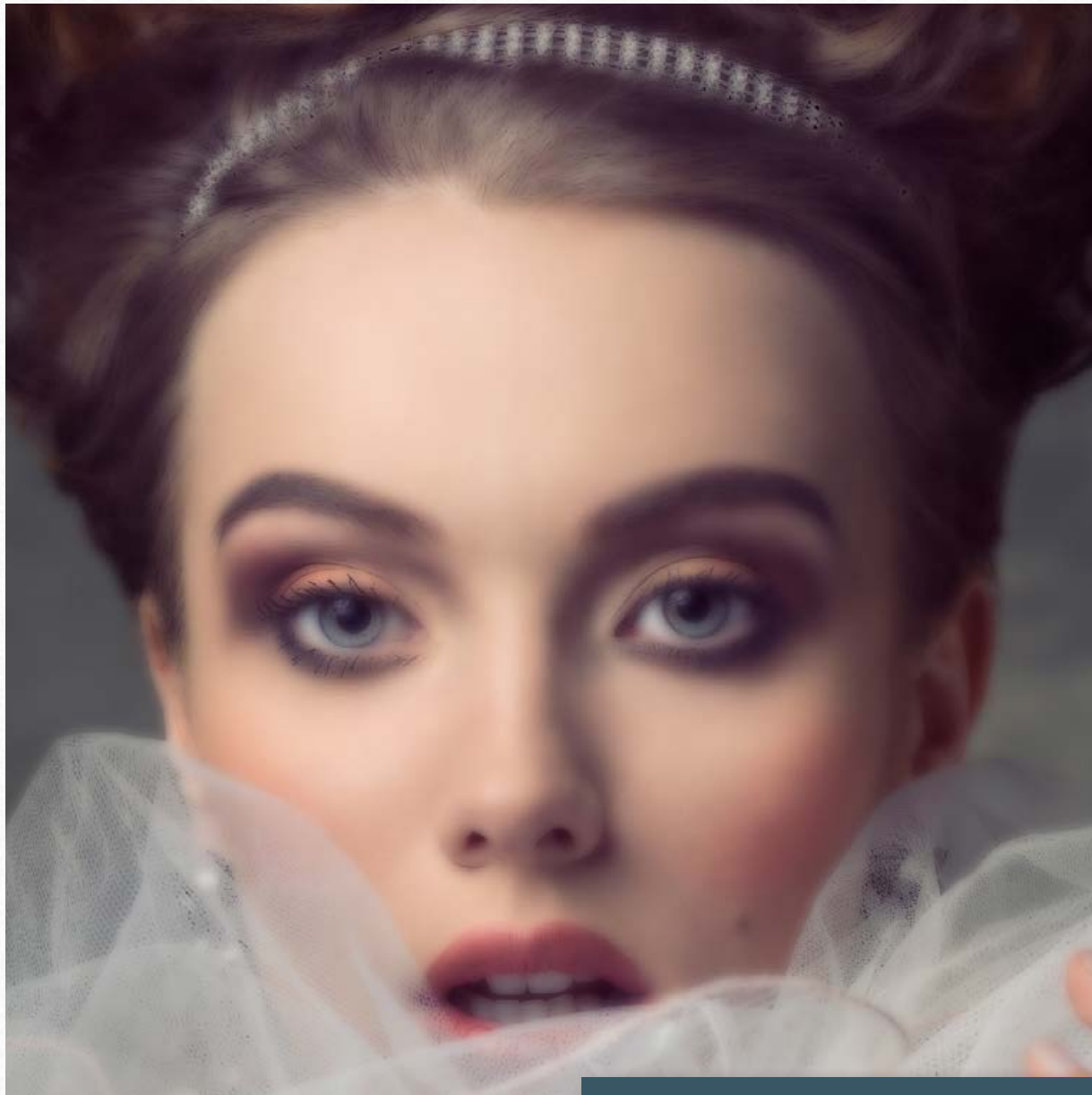
Bit confused? Don't worry! It's normal! To proceed you must understand the concepts of Frequency Separation, Multi-Band Frequency Separation, Multi-Band Frequency Equalization, Multi-Band Decompose.

Here below a before/after obtained in one go using Frequency Equalizer with sliders.



What is frequency separation. The basics of Wow!

Usually one encounters (spatial) frequency separation for the first time in the field of beauty retouch, but this technique is much more versatile. To put it as easily as possible, it is a technique which **separates the texture of an image from its shape** creating two layers, one storing color and luminosity information and the other one, with a very strange look, storing the detail. Read the next pages or watch the video.

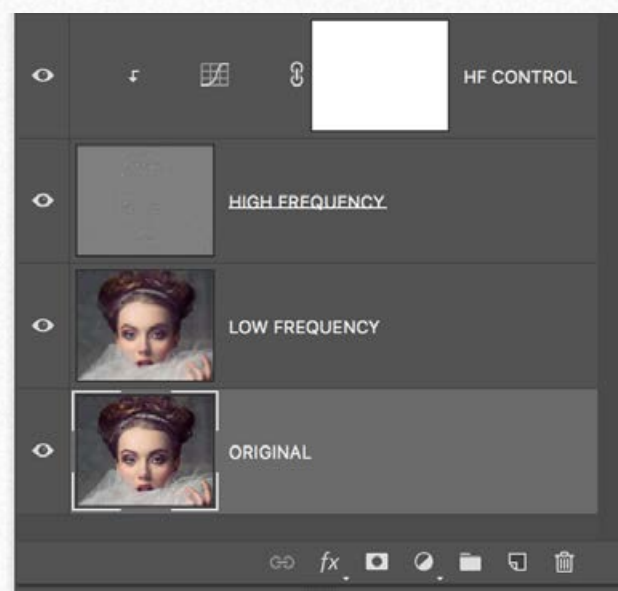
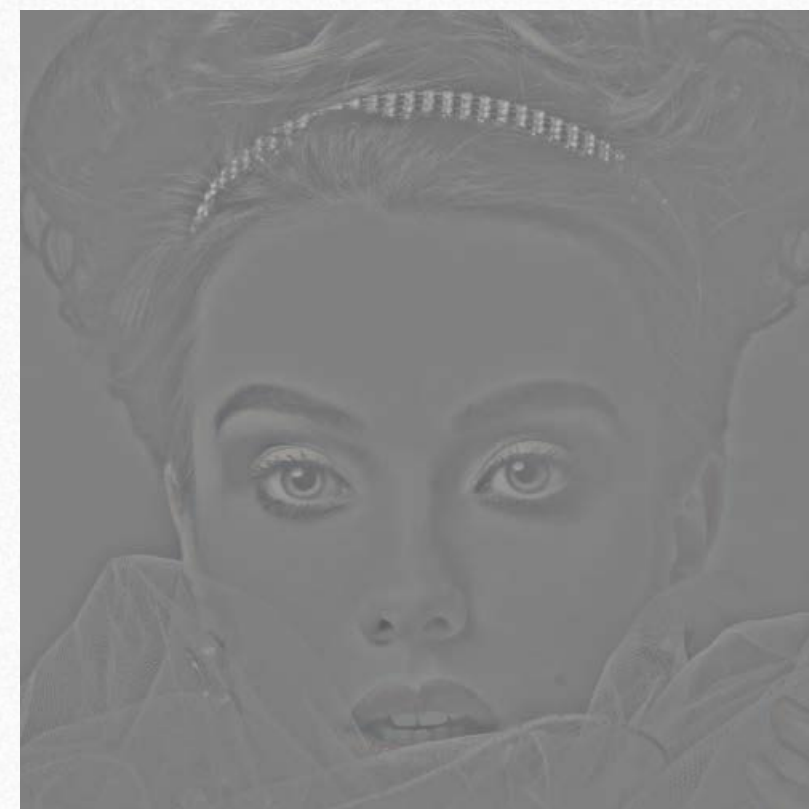
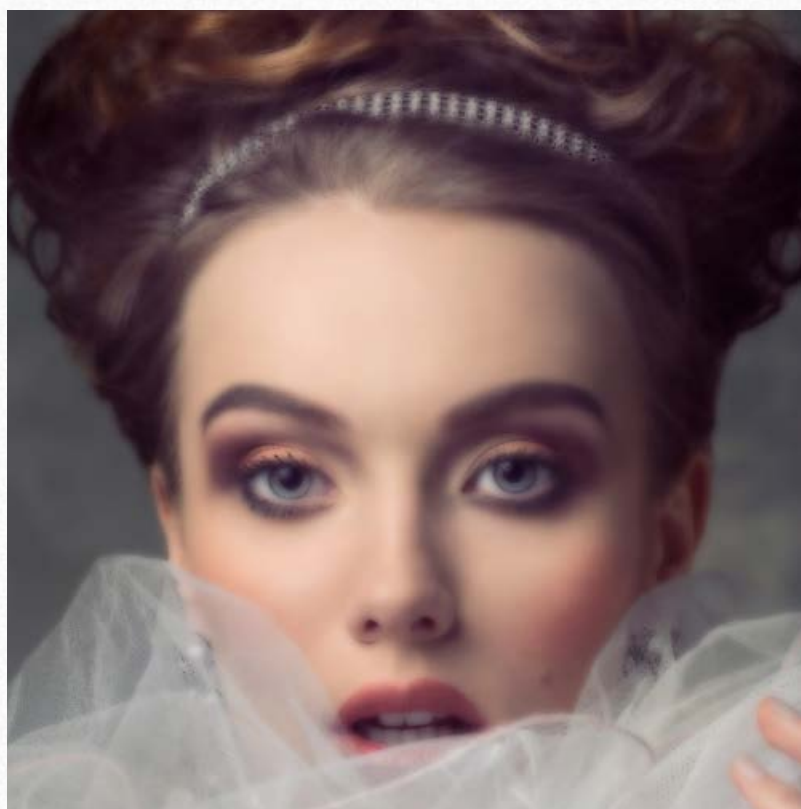


[Watch the Frequency Separation Video](#)

If you want to understand better how Wow! works, read these three pages or skip them and proceed.

We have seen that basically on a given frequency two layers are created: an LOW-FREQUENCY layer (blurred) and a HIGH-FREQUENCY layer (detail). The two layers together give the same result of the original. So, why create this two layers?

The reason is that increasing or decreasing the contrast of the detail layer the image become sharper or smoother.



Left to right the original, the low-frequency layer that looks blurred then a strange image that contains the detail.

On the left, the stack of the two layers, plus an HQ control curve clipped to the detail layer.

The two layers together create an image that is exactly like the original.

With this setting, a curve with less contrast smoothes the image, with more contrast sharpen it.

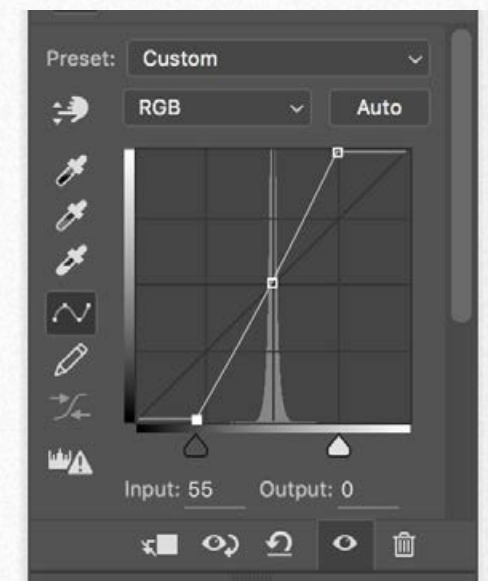
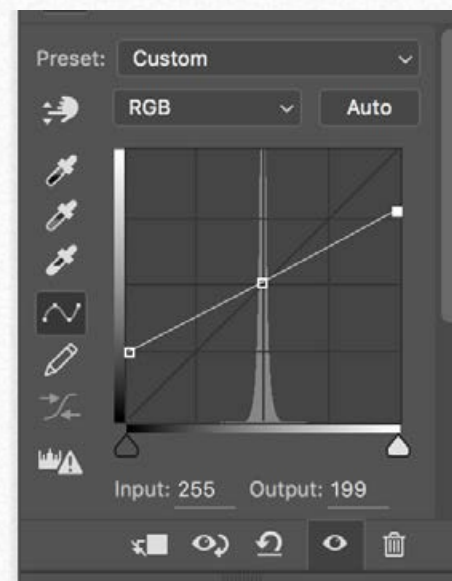
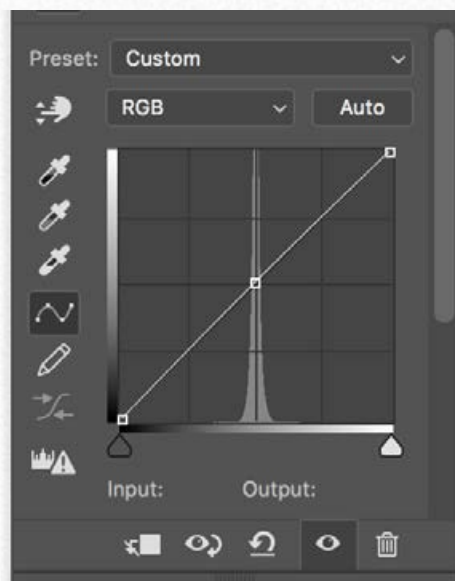
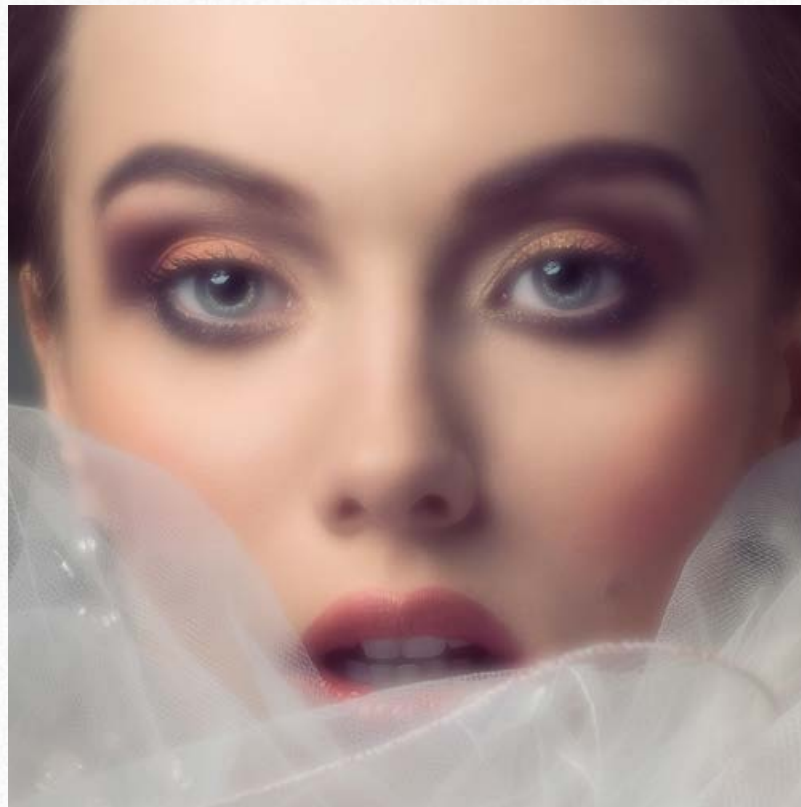
Go to the next page to read more.

How shown before, flatter curve smooths the image; steeper curve sharp the image. Ok! But what is this for?

What you have seen here is what happens at a single frequency. Wow! does the same job acting with layers on five frequencies.

The result is that you will be able to smooth precise frequencies, i.e. where the skin imperfections are, and sharpen other frequencies.

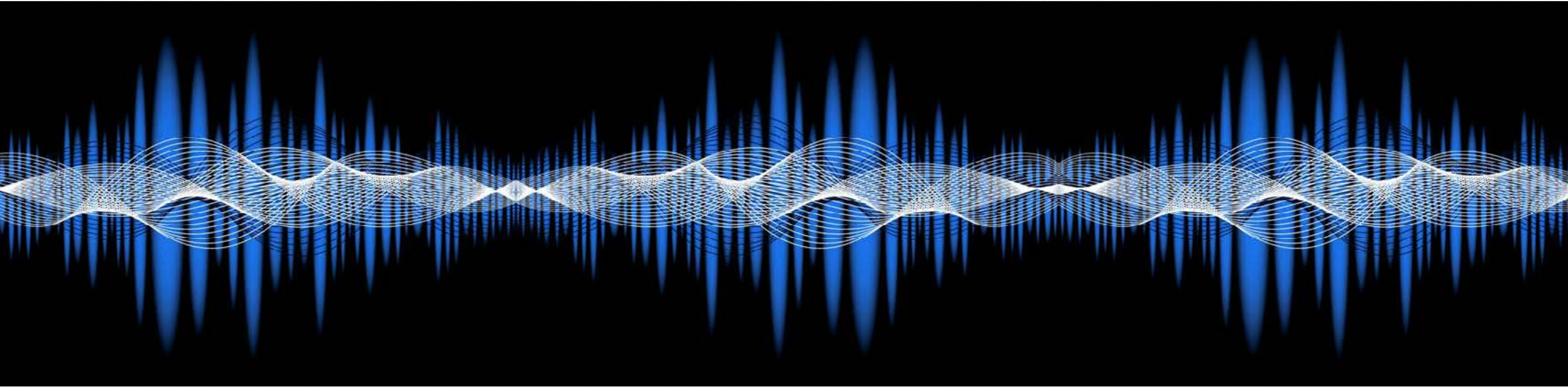
In the Wow! panel, moving the sliders downward you will smooth the image, moving them upwards you will boost the image



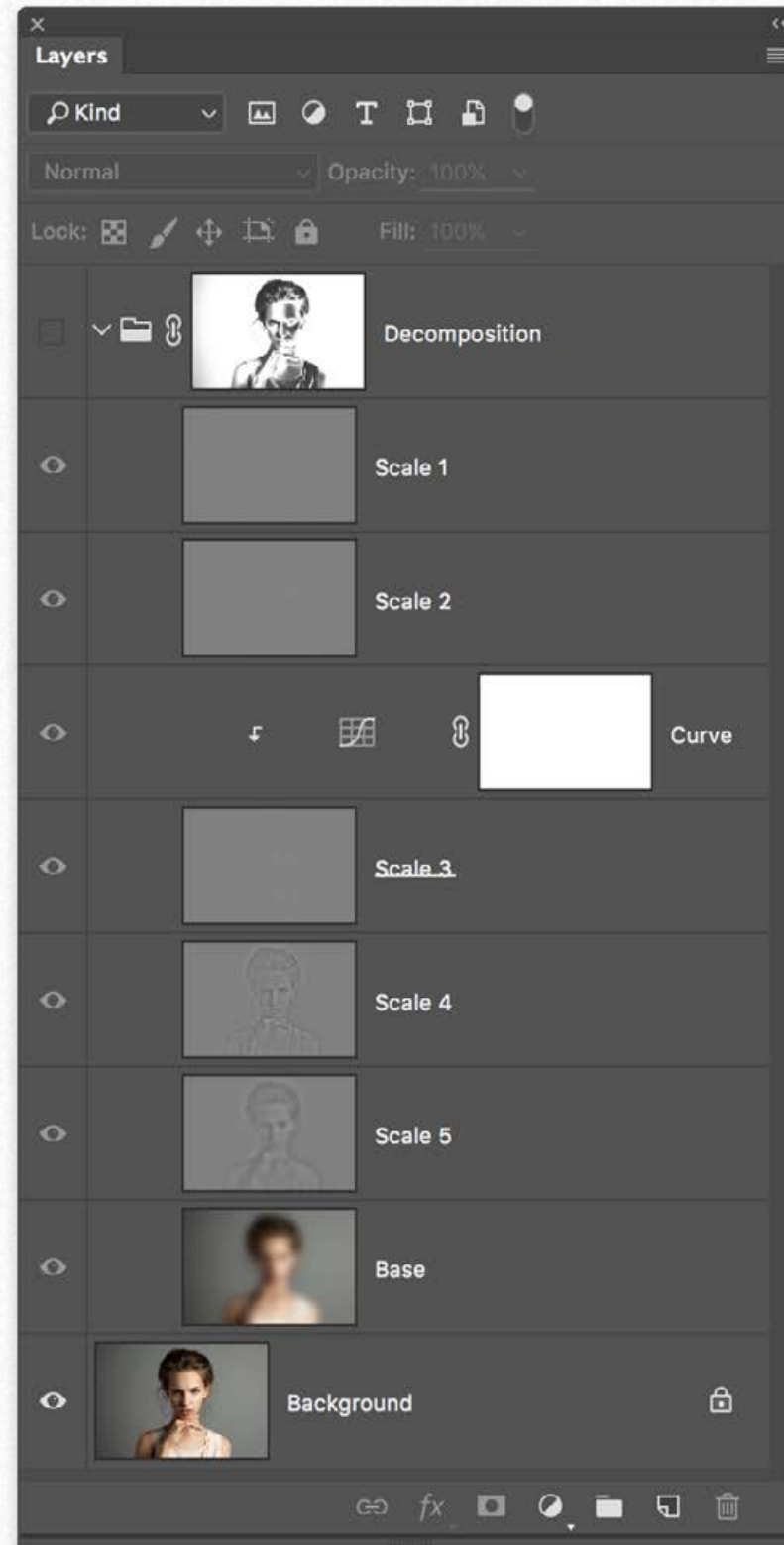
Spatial Frequency Separation in Theory

Wow! Basics

Not enough? If you want to learn even more about frequency separation you can read this interesting post by Marco Olivotto.



Read this post



Five frequencies instead of one

We have seen how classic frequency separation works in a given frequency.

Using the same principle, Wow! Frequency Equalizer decomposes your image in five different frequency bands that you can manage in two ways.

1. Using sliders. In this case, the frequency separation is performed under the hood. Sliders allow you to boost or smooth any frequency band individually easily.

2. Using decomposed layers that you can modify using curves.

You can also paint, clone and heal on the exact frequency layer that contains the features you need to target, with high precision, giving you unprecedented control over the retouching process.



We have seen how classic frequency separation works in a given frequency.

Using the same principle, Wow! Frequency Equalizer decomposes your image in five different frequency bands and allows you to easily boost or smooth them individually; this complicated process is made easy by using the equalizer sliders.

This is possible because Wow! under the hood decomposes your images in five different frequency bands, but where are they? Well, they're hidden: you manipulate them using the sliders.

The sliders correspond to five spatial frequency bands. Left to right, the bands correspond to high frequencies which become progressively lower. If you prefer: detail is on the left, shape is on the right. The intermediate bands work on intermediate scales.

Each slider can be either boost or cut: a boost corresponds to an enhancement of a given band, a cut corresponds to a reduction. Sliders can be combined, of course, in whatever ratio.

There are basically two ways you can go. The first: you start tweaking the sliders until you get a satisfactory result. The second: you start from one of the presets enclosed in Wow!

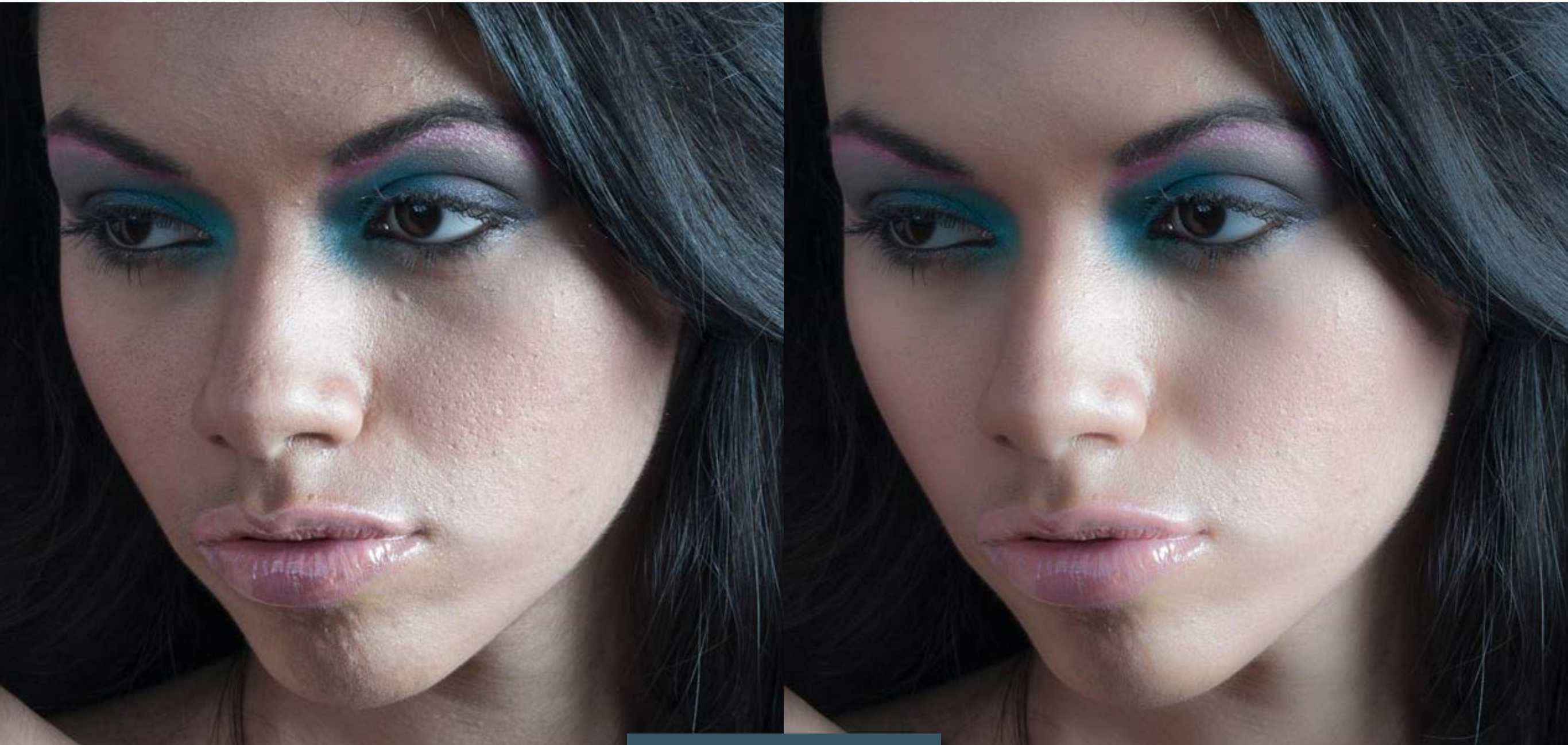
The image on the left shows the sliders setting with the preset Wow!

[Learn More](#)

An example using layers

Equalizing

We have seen how versatile the manual, classic frequency separation is. Well, Wow!, just moving ONE slider does the same work with an immediate preview. Above an example of what Wow! can do in one go, just using the sliders. The final retouch will be now much easier.

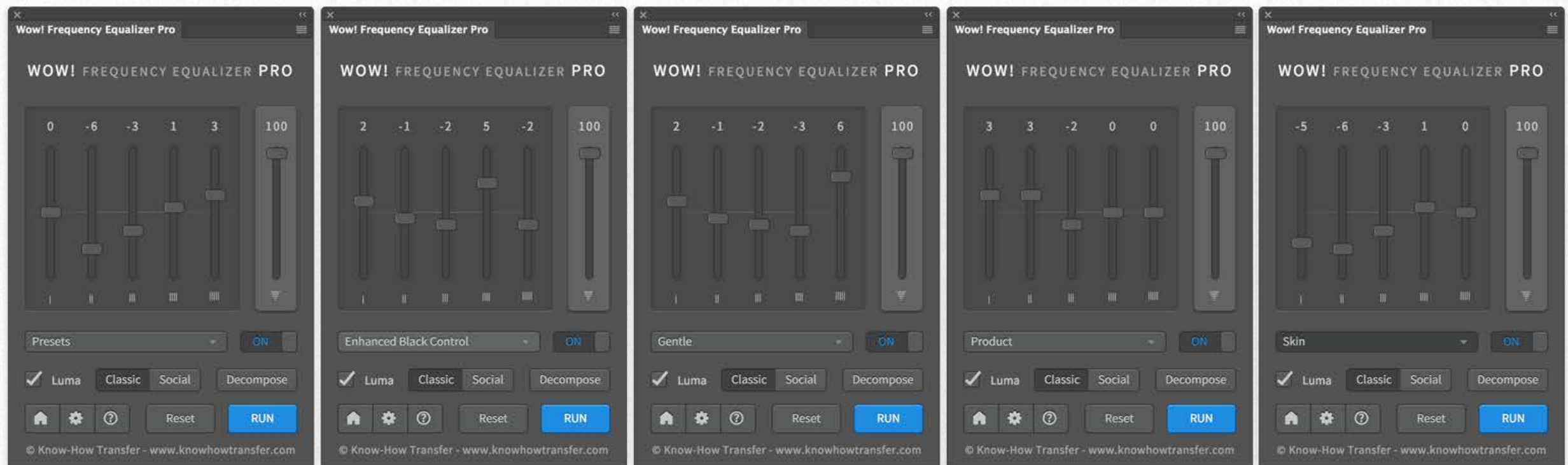


[Learn More](#)

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.

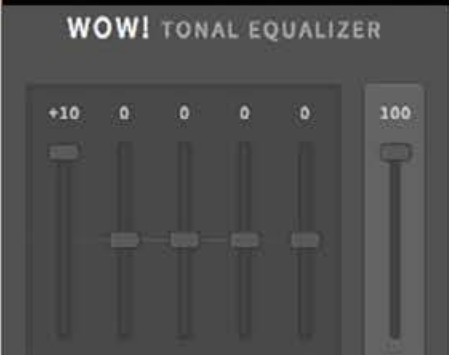
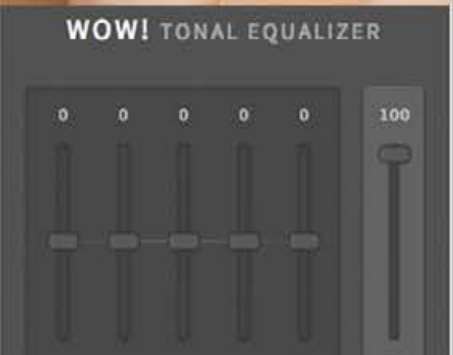
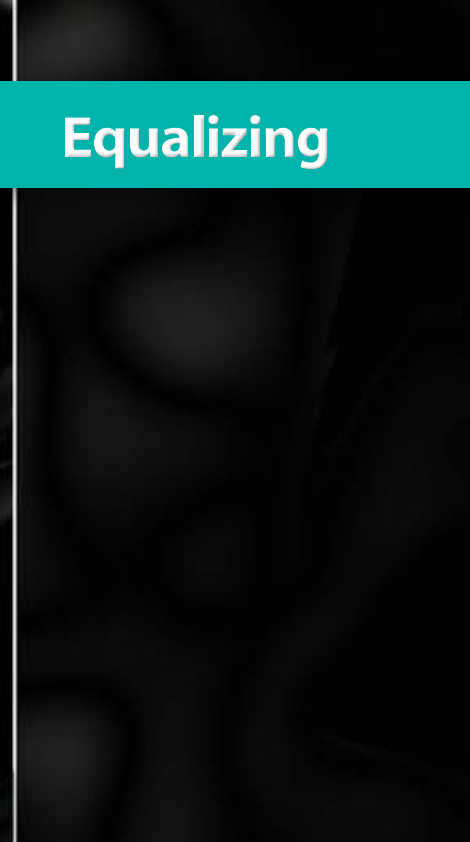


From left to right. The sliders set to 0, then the four preset: Wow, Gentle, Enhanced with Black Control and Boost

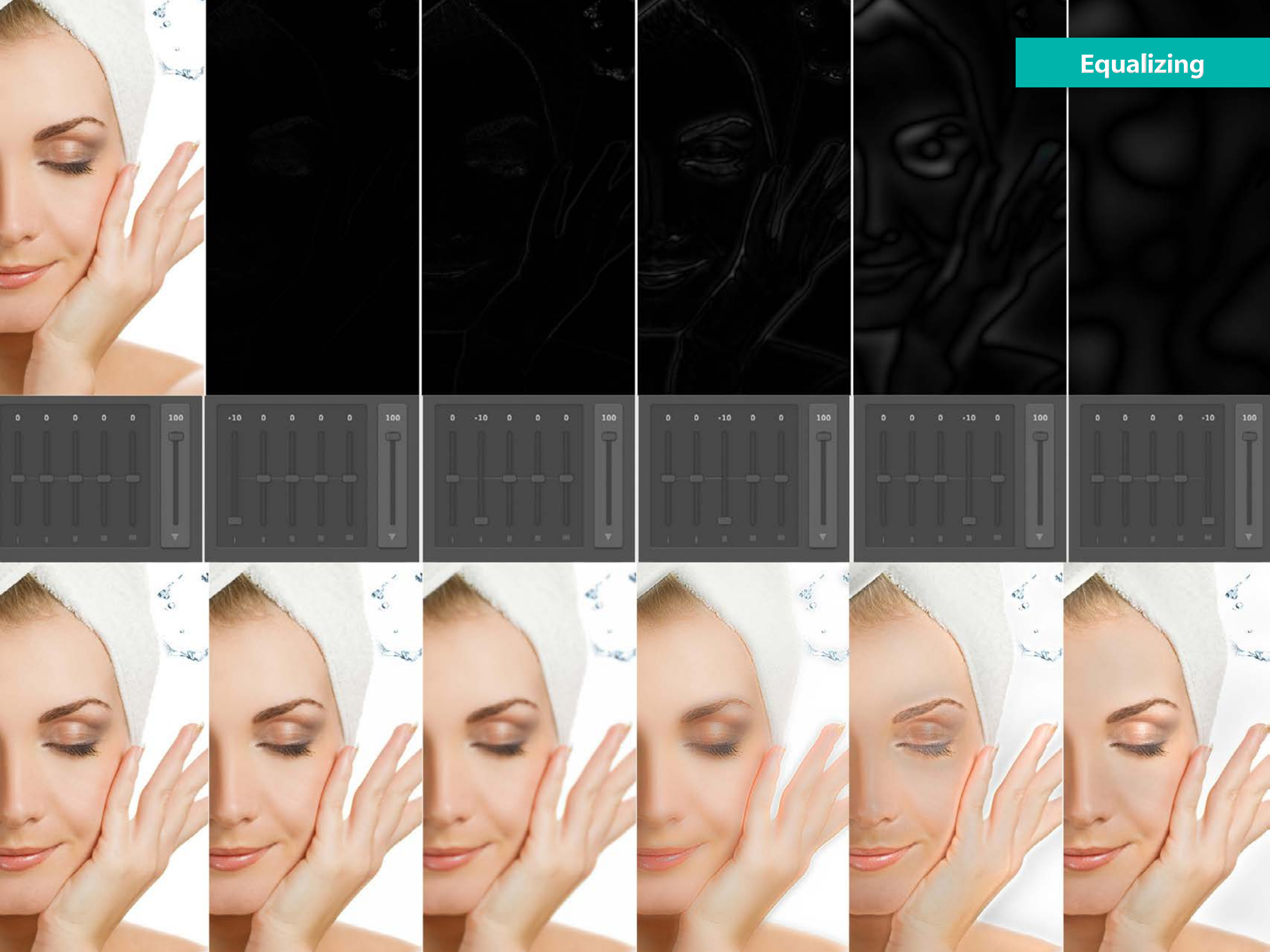
In the next two pages, you can see the comparison between the sliders sat at +10 or -10. The upper row illustrates the difference between the original layer and the Wow! one. The lower row the Wow! layers.

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

Equalizing

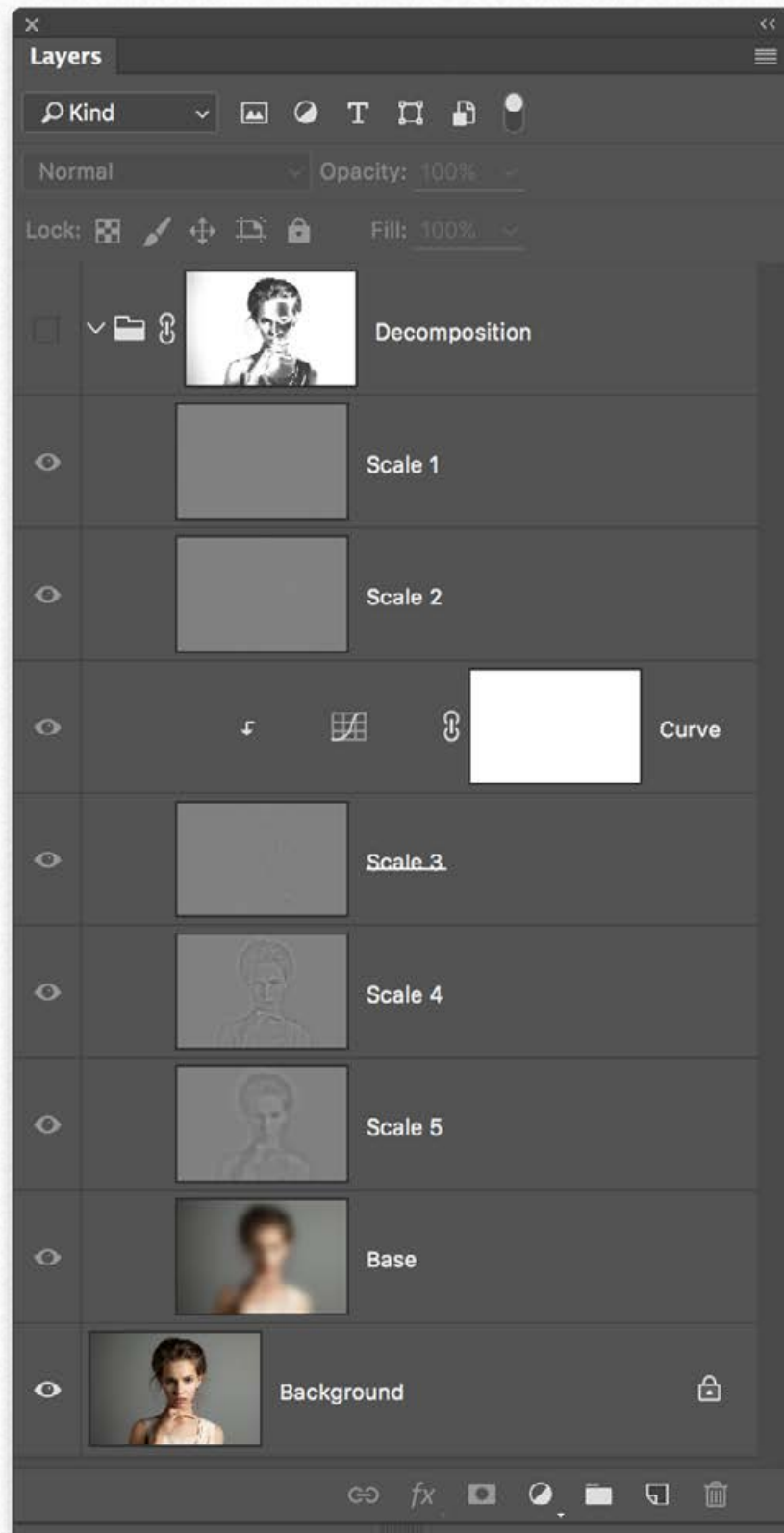


Equalizing



Five bands separation. How it works with decomposed layers

Decomposing



The new Decompose button is a new exciting feature of Wow! Frequency Equalizer Pro.

While the sliders let you easily boost or smooth each frequency range, you can now explicitly turn each frequency into its own pixel layer (five of them are created in a stack, plus a base layer) for a better and more precise frequency based retouching.

These are real layers that you can manipulate at will for a better and more specific frequency based retouching. You can paint, clone and heal on the very exact frequency layer that contains the features you need to target, with high precision, giving you unprecedented control over the retouching process.

If for instance the layer named Scale 2 seems to be responsible for most of the skin blemishes, using the Clone Stamp tool on it sounds like a brilliant idea. This doesn't change the remaining frequencies so that every layer addresses a single and peculiar characteristic of the image. In the case shown here, we added a clipped curve to modify the contrast of the Scale 3 and a layer mask on the Decomposition group.

Use sliders first and Decompose later

In general we suggest to apply Wow! using sliders first, then decompose and work on the pixel layers to refine the result and fix the remaining issues. You will get a better result and will save a lot of time

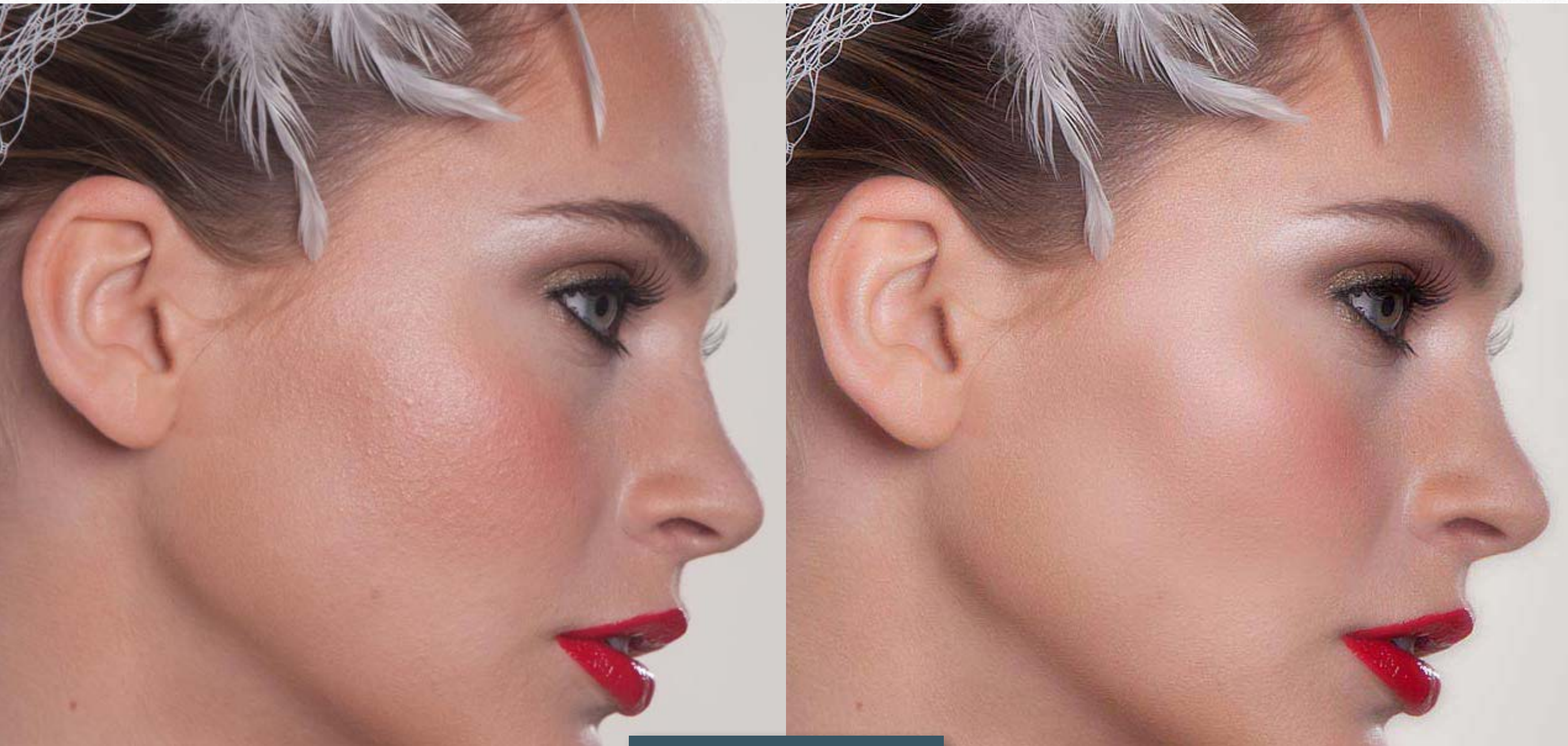
[Learn More](#)

An example using layers first and Decompose later

Decomposing

This is an example of a mixed workflow.

1. We applied first Wow! using layers.
2. We launched Decompose and correct manually few remaining imperfections cloning on the scale layers. This procedure greatly speed-up the retouch process and, at the same time, the result is more qualitative.



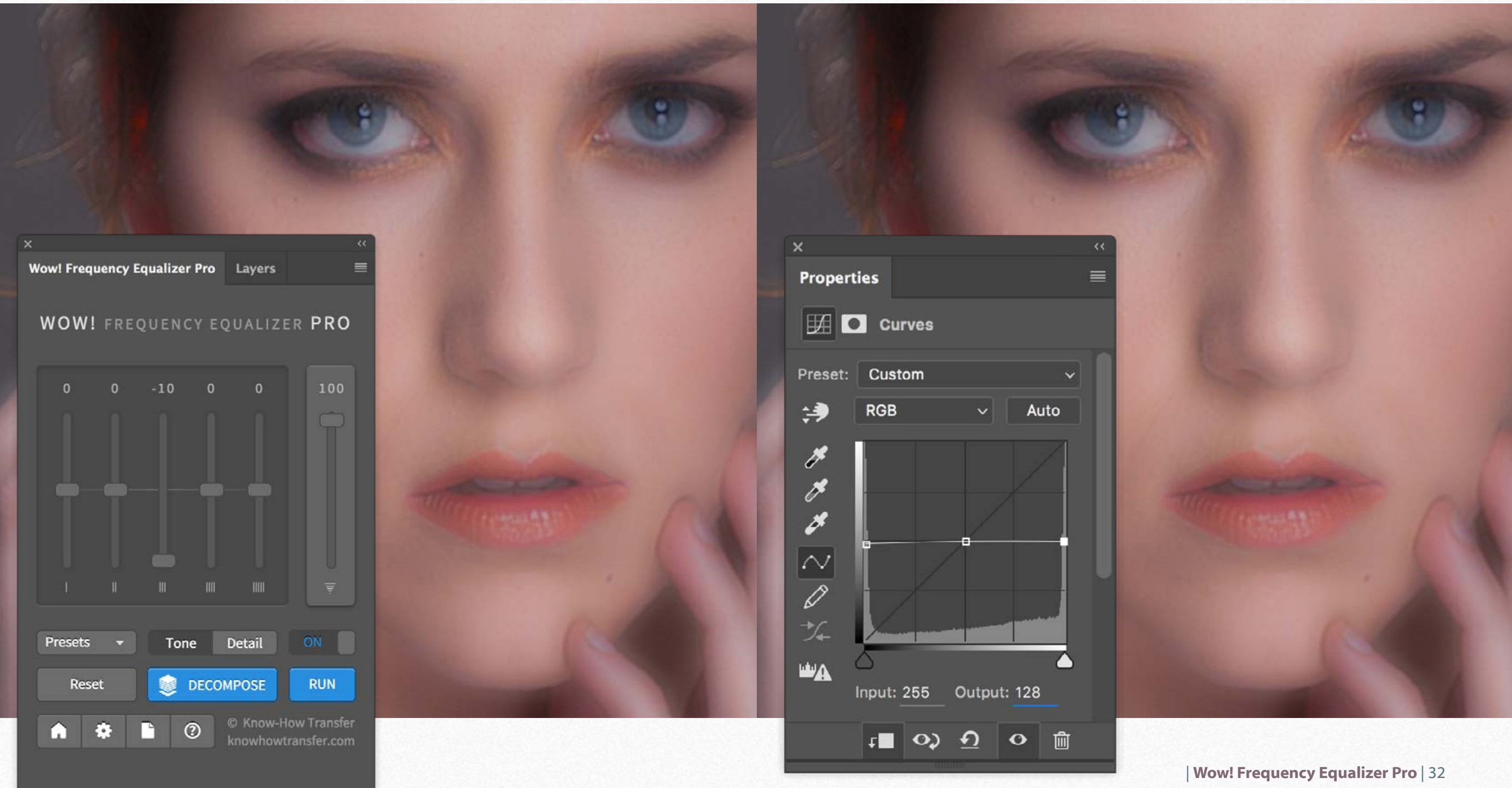
[Learn More](#)

Sliders or decomposed layers, same tonal result

Decomposing

No matter if you use sliders or decomposed layers. The tuning effect will be the same.

Here below on the left the effect of the layer 3 slider set to 0. In the right one, we got the same result decomposing the image and applying a flat adjustment curve clipped on the scale 3 layer in luminosity mode. Of course in the decomposed version you can additionally clone or heal the exact pixel scale layer that contains the imperfections.



What you can do with decomposed layers

Ok. Now thanks to this exclusive option you have your image decomposed. But what is it for? What can you do with it in practice?

Well, you can do a lot of things.

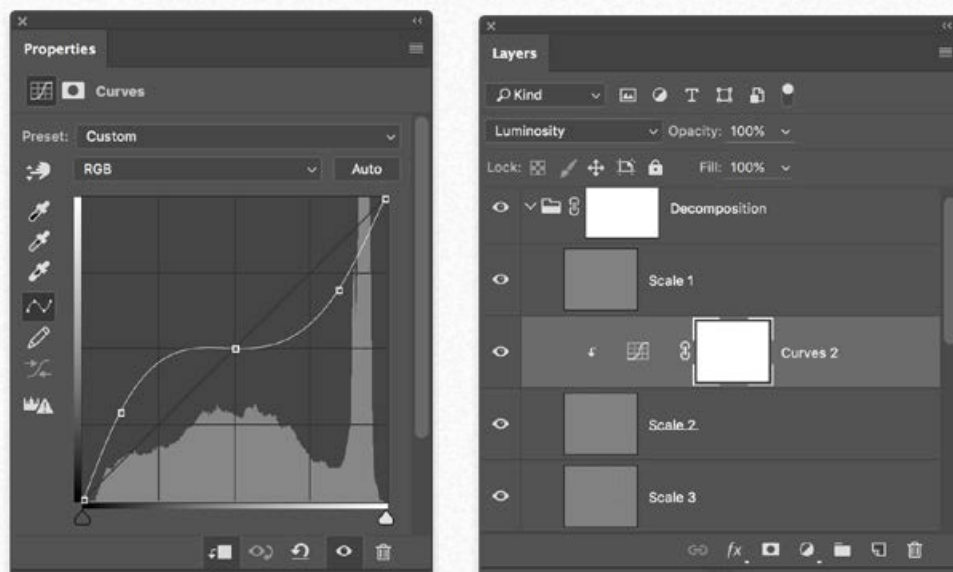
You can modify your image aspect in four different ways.

1. Frequency based retouching

Paint, clone and heal on the exact frequency layer that contains the features you need to target, with high precision, giving you unprecedented control over the retouching process.

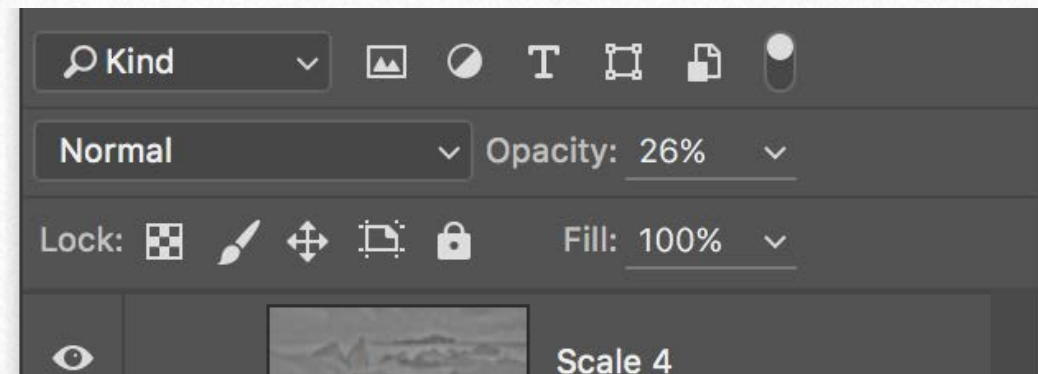
2. Add ore remove contrast using curves

Modify the contrast of the Scale layers to add or remove contrast. Remember that you can add adjustment curves just launching the “Wow! Pro Decompose Add Curve”. A flatter curve smooths the image; a steeper curve sharp the image.



3. Sharpen or blur the image

Using a filter directly on the scale layer to blur or sharpen the scale layer. The filters will smooth or add contrast and detail to the image. The filters can be applied directly on the scale layers. To have a non-destructive process, you may launch the “Wow! Pro Decompose Add Curve and Objects” and apply the filter as a smart filter.



4. Add contrast, local contrast, or sharpness reducing the layers opacity

Modify the opacity of the base or scale layers. This is the unique and innovative function of Wow! Pro and more precisely:
 Base layer: reducing its opacity will increase contrast and local contrast. This is a very powerful technique.
 Scale 4 and 5: reducing their opacity will reduce contrast and local contrast. Usually used in combination with the base layer opacity.
 Scale 1 and 2 and 3: reducing their opacity will smooth the image.
 Please go to dedicated pages and tutorials.

How to fix a possible issue decomposing 8bit files

Decomposing

It may happen that, working at 8bit, after decompose you will get some banding in subtle transitions, especially in neutral colors.

This happens because Wow! Internally works at 32bit, but Photoshop visualizes the complex pyramid of layers at 8bit and is not able to properly describe the small difference between scale layers. In this case, before to apply Decompose just convert in 16bit. This will fix the issue even if your native file is at 8bit. Once flattened the layers group is possible to convert again to 8bit. Please watch the comparison in the web page.



8 bit files decomposed and visualized at 300% with a lot of banding

[Learn More](#)

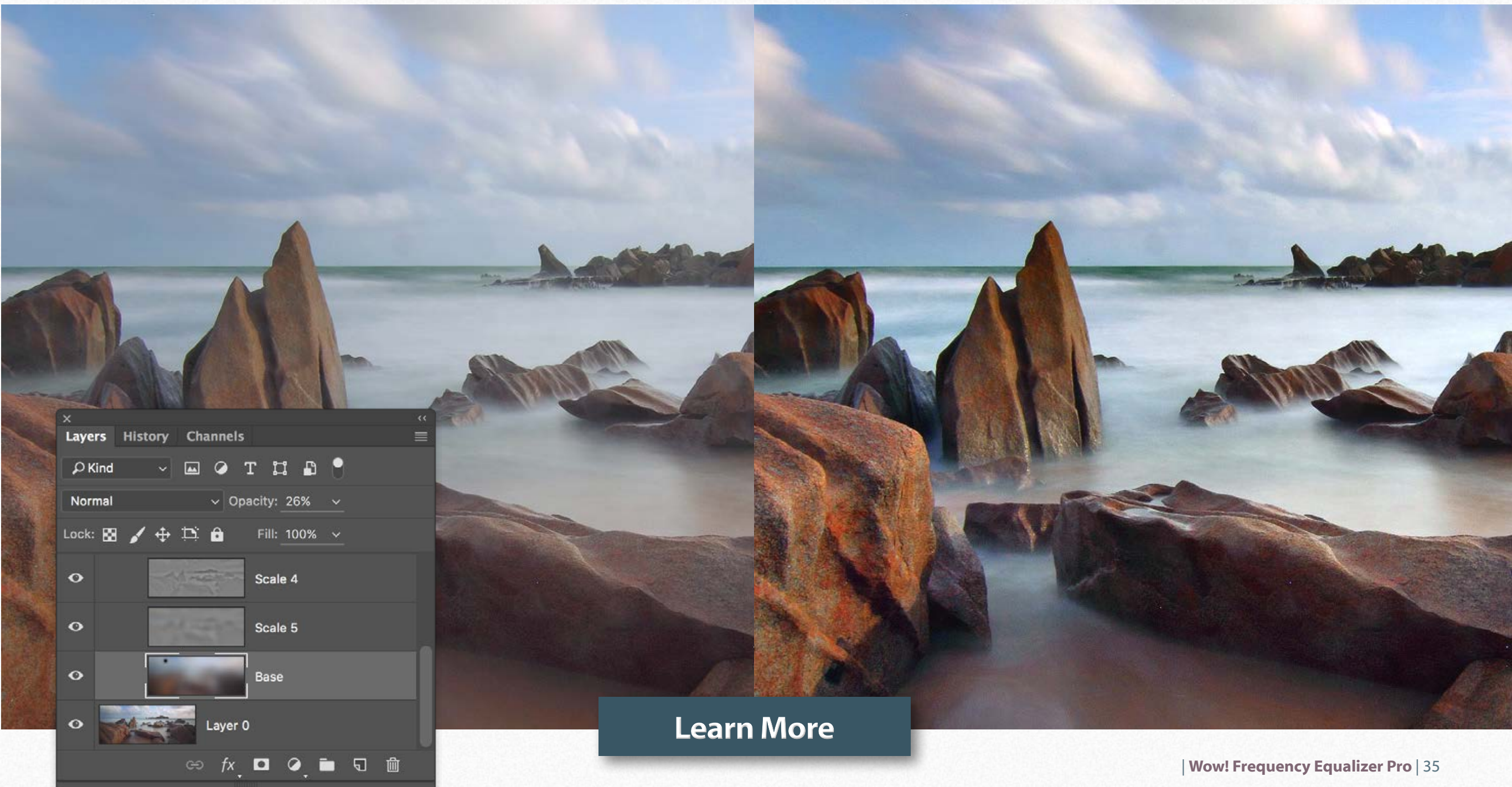


Same file converted to 16bit and decompose with no banding

A non-conventional use of decomposed layers. Basic

Decomposing

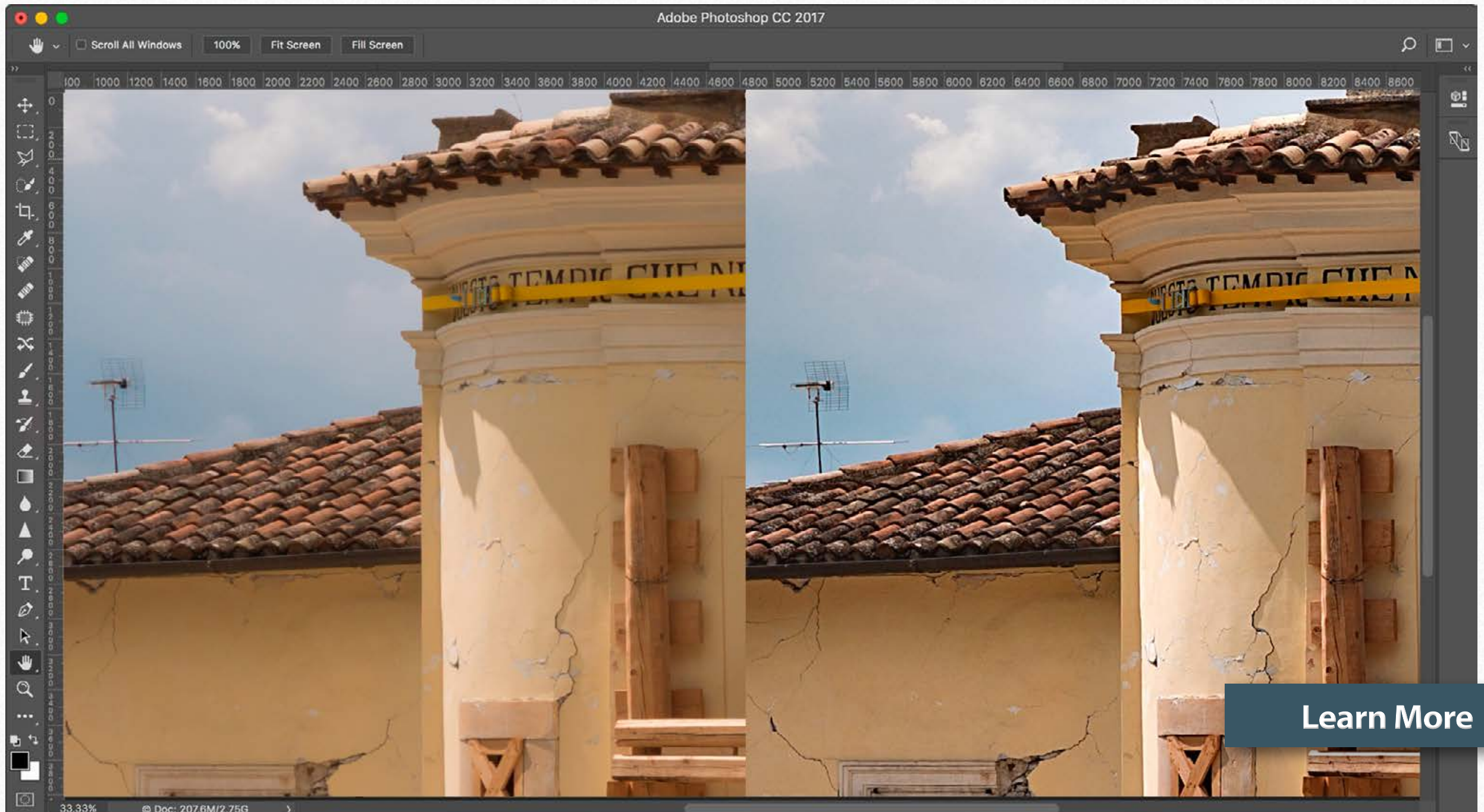
To get this result simply launch the Decompose with Tone engine. Then reduce the opacity of the Base layer from 100% to 26%. If you lose detail in the blacks, slightly lower the opacity of the Scale 5 layer or, in some cases, scale 4. This technique adds contrast and local contrast without losing saturation and without halos with a pleasant and natural look. Using this technique with Mask Equalizer, you can get even better results.



A non-conventional use of decomposed layers. Advanced

Decomposing

A more sophisticated use of Decompose. Mask Equalizer, in this case, makes the difference for a next level control of contrast, local contrast, sharpness, highlights and shadows detail. To get this result launch “Decompose” first, reduce the opacity of the “Base” layer, i.e. 50 and add a shadow or shadow/highlight mask to the “Decompose” group. Now drag the layer mask from the temporary layer to the “Decompose” group, activate it and trash the temporary layer. Now you will be able to tweak the opacity of the base layer. Contrast, local contrast, saturation, and sharpness will be improved, with a natural result and no halos.



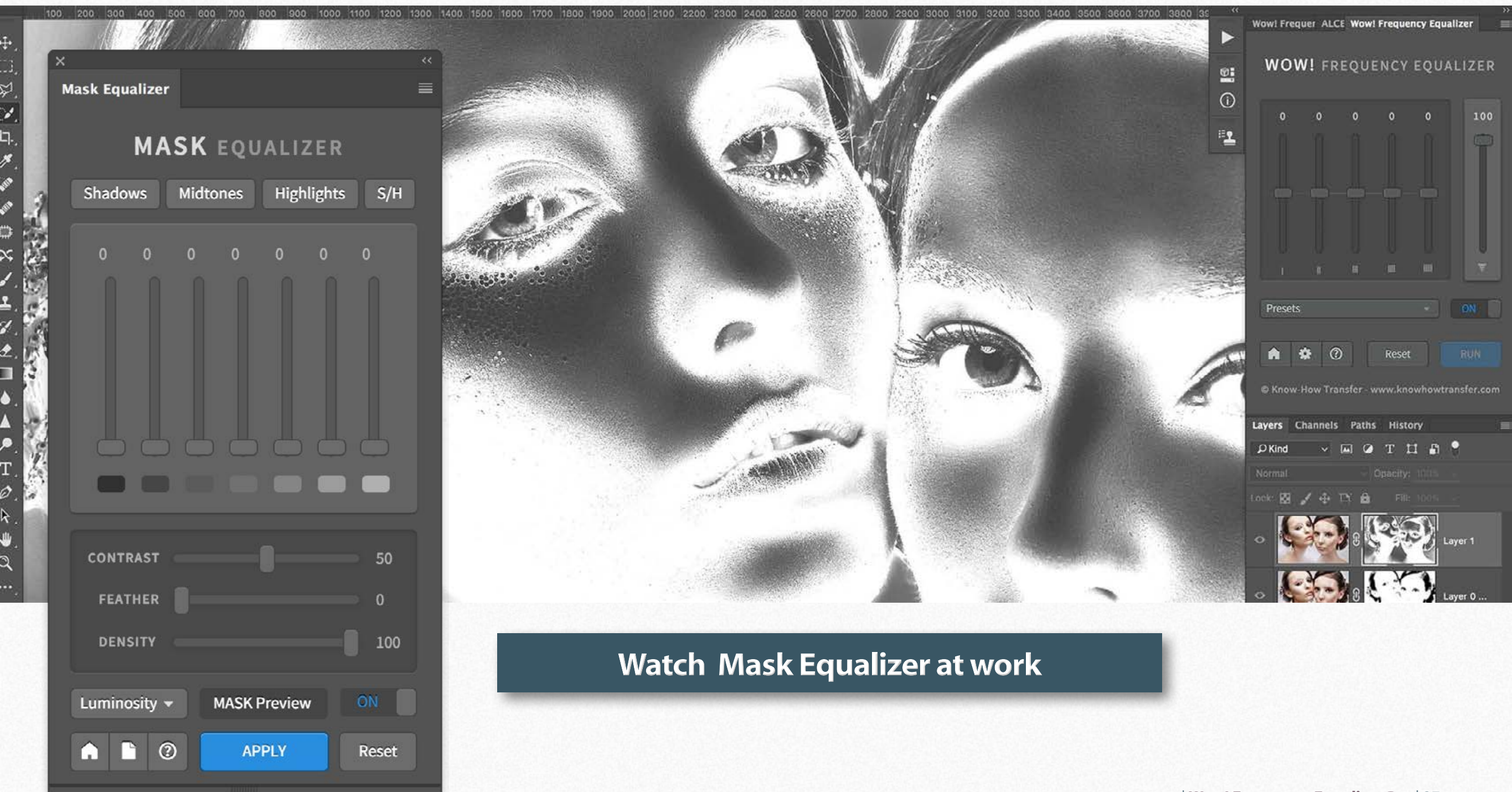
[Learn More](#)

Wow! + Mask Equalizer. Two thoroughbreds working together

Wow! + Mask

We warmly suggest considering to add Mask Equalizer to your arsenal.

This plug-in that creates sophisticated luminosity masks with one click is entirely independent of Wow!, but it shines when they are used together. It also works with adjustment layers, advanced objects, and groups. A must-have tool.



Watch Mask Equalizer at work

Quick and clean: frequency separation according to Wow!

Wow! at work

The next pages explain 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! Frequency Equalizer Pro

WOW! FREQUENCY EQUALIZER PRO

0

0

0

0

0

100

Presets

Tone

Detail

ON

Reset

DECOMPOSE

RUN

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knowhowtransfer.com

Original

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



A 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



A 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



A 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



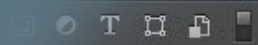
A straight application of the
preset Boost
+2, 0, 0, +3, +6
No further changes.

Boost Preset 100%

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 applying Wow! on a duplicate layer and change opacity slider as shown below.



Opacity: 45%

Flt: 100%

GeminBW - Boost, Neutral, Red



Opacity: 45%

Flt: 100%

GeminBW - Boost, Neutral, Red

Opacity: 45%

Flt: 100%

GeminBW - Boost, Neutral, Red

Opacity: 45%

Flt: 100%

GeminBW - Boost, Neutral, Red

Opacity: 45%

Flt: 100%

GeminBW - Boost, Neutral, Red

Opacity: 45%

Flt: 100%

GeminBW - Boost, Neutral, Red

Opacity: 45%

Flt: 100%

GeminBW - Boost, Neutral, Red

Opacity: 45%

Flt: 100%

GeminBW - Boost, Neutral, Red

Opacity: 45%

Flt: 100%

GeminBW - Boost, Neutral, Red

Opacity: 45%

Flt: 100%

GeminBW - Boost, Neutral, Red

Opacity: 45%

Flt: 100%

GeminBW - Boost, Neutral, Red

Opacity: 45%

Flt: 100%

GeminBW - Boost, Neutral, Red

Opacity: 45%

Flt: 100%

GeminBW - Boost, Neutral, Red

Opacity: 45%

Flt: 100%

GeminBW - Boost, Neutral, Red



An easy technique to improve skin

Wow! at work

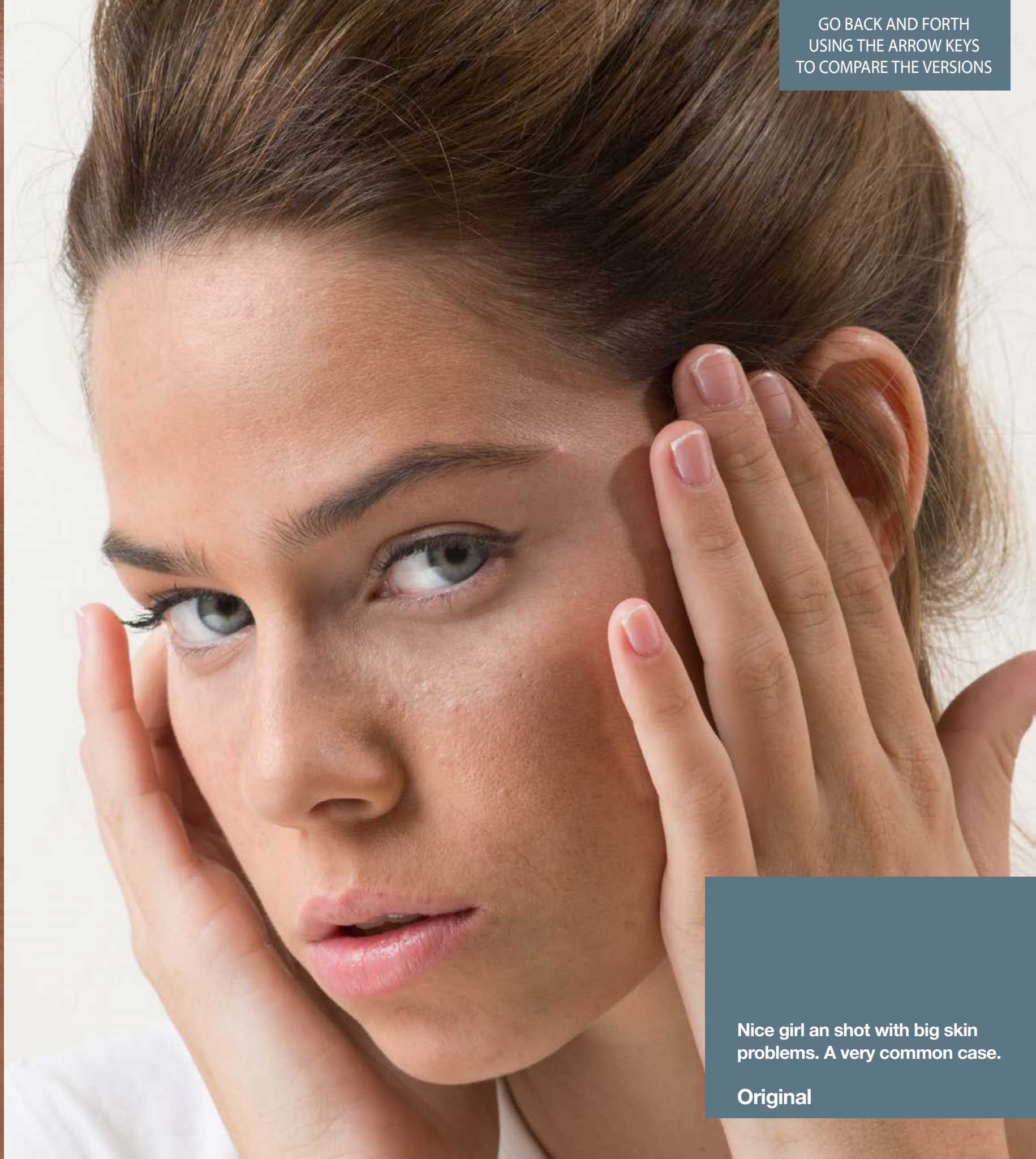
A beautiful fresh girl with some problems of skin. With Wow! this retouch was very quick and efficient.

On two copies of the original, we applied first the Wow! presets that was great (but some skin issues remained; on the second we applied the preset "Skin", add a black layer mask, grab a white soft brush and reveal the skin corrected areas.

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



Nice girl an shot with big skin
problems. A very common case.

Original

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



A sandwich of two layers, the first one with preset "Wow", the second one with "Skin". Then added a black mask on "Skin" and reveal the improved skin areas with a black soft brush.

Wow + Skin



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

The intermediate step

Skin Preset Only

After install, there is no Wow! Pro in the Extensions list

1. You have not restarted Photoshop after the install
2. You are installing on Photoshop CS6 or older that are not compatible.
3. In WIN you are working on 32bit. Wow! Pro only works on 64bit.

Clean up older installations

In general Wow! Pro will overwrite the previous versions.

In case take the older installer and re-install again.

In the same folders where the install .jsx file is located, a new file named uninstall.jsx file will be created. Relaunch it with the same procedure you used to install. All old file will be removed.

Install additional step for pre-CC 2014 users

We mean the first version of. CC, released in 2013. 2014 and later are OK.

Move the in folder com.knowhowtransfer.wowpro

from CEP to CEPServiceManager4 folder

Here below the paths for WIN

C:\Program Files (x86)\Common Files\Adobe\CEP\extensions\

C:\Program Files (x86)\Common Files\Adobe\CEPServiceManager4\extensions\

Here below the paths for MAC

Macintosh HD/Library/Application Support/Adobe/CEP/extensions

Macintosh HD/Library/Application Support/Adobe/ CEPServiceManager4/extensions/

If you don't see the folder CEPServiceManager4 create it manually and inside create a folder named extensions. Please type them as they are. Names are case-sensitive.

Still have problems?

[Go to FAQ page](#)

Update the current version or download again

Check if a newer release is available

Here where you can check the latest version number

1. [At the bottom of the product page](#)
2. In the FAQ page under Version and Compatibility
3. In the purchase page

Download the latest version of the application

To download the latest version;

1. [Go to your My Account Page](#)
2. Log-in using your username and your password. If you don't remember it, please use the password recovery service.

Once inside you can:

1. Download the latest version of the purchased applications.
2. Edit your personal details, password and email address included.
- 3 You can of course also add our freeware or buy new products.

In this case, once completed the payment go back to your "My account page" and download the app just purchased.

.

Downloadable items

1. MAC installer, as a DNG
2. WIN installer, as an EXE
3. Documentation and extras, as a zip.

Update the embedded manual

You can access the user manual trough the book icon at the bottom of the panel.

You may verify if a more recent version is available checking the release date in the manual's front page.

To update the embedded manual:

1. [Download the latest version.](#)
2. Replace it in the propers folder.

MAC: Macintosh HD/Library/Application Support/WOW

WIN: C:\Program Files\Common Files\Know-How Transfer\WOW

[Check Version](#)

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KNOW HOW TRANSFER

the photography knowledge hub

About Know-How Transfer The Photography Knowledge Hub

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.](#)

Many of our team come from the school of the great Dan Margulis and still have a very special relationship with him. We are pleased to report here what he wrote about this group in his famous post “La Dolce Vita - An era ends”:

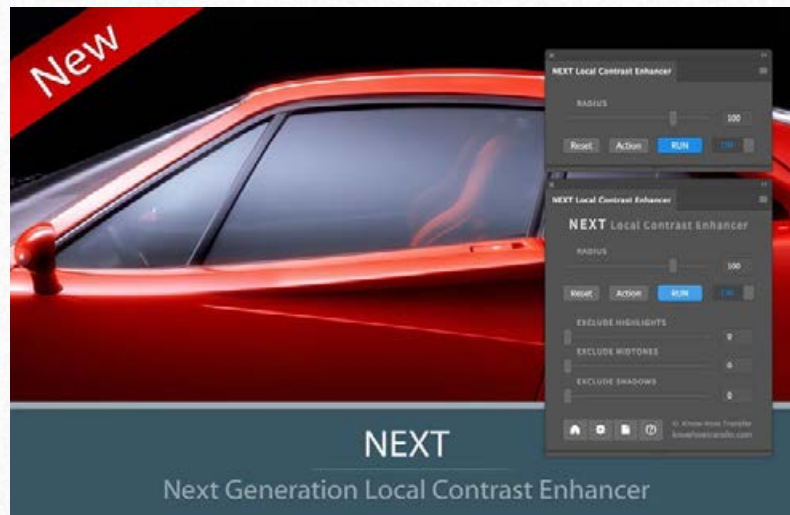
Watch the About Us Video

La Dolce Vita. An Era Ends By Dan Margulis

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 offhand 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.

Professional plugins for Photoshop



[NEXT Local Contrast Enhancer](#)

NEXT Local Contrast Enhancer. The Next Generation ALCE. Live preview, improved embedded halos suppress tool, three masking sliders, Quad-Core processing and 32bit computing, not available in Photoshop.

PS CC and above - MAC & WIN.

[Buy €30 >](#)



[Mask Equalizer - Create Masks from Multiple Tonal Ranges](#)

Start from one preset and, with just one click, create a mask, modify it using sliders or manually create a custom one from scratch. Preview live both the mask or the image with the mask applied.

PS CC and Above - MAC & WIN.

[Buy €30 >](#)



[VitaminBW - Single and Triple Tone Black&White Converter](#)

An original approach to B&W Conversion with a very clean and simple interface. Just press the "Single Tone" or the "Triple Tone" button to be quickly introduced to advanced conversion techniques.

PS CS6 and above - MAC & WIN.

[Buy €28 >](#)



[Wow! Frequency Equalizer Social Edition](#)

A miniaturized version of Wow! with a re-designed algorithm with shorter range sliders and dedicated preset optimized for sizes from 800 to 1500 px Works with files up to 1920x1920 px

PS CC and Above - MAC & WIN

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[Wow! Frequency Equalizer Classic Edition](#)

Boost and smooth an image in one step detail scales through five dedicated sliders. Positive values, which add detail or shape. Negative value removes detail and create great, soft transitions.

PS CS6 and Above - MAC & WIN

[Buy €30 >](#)

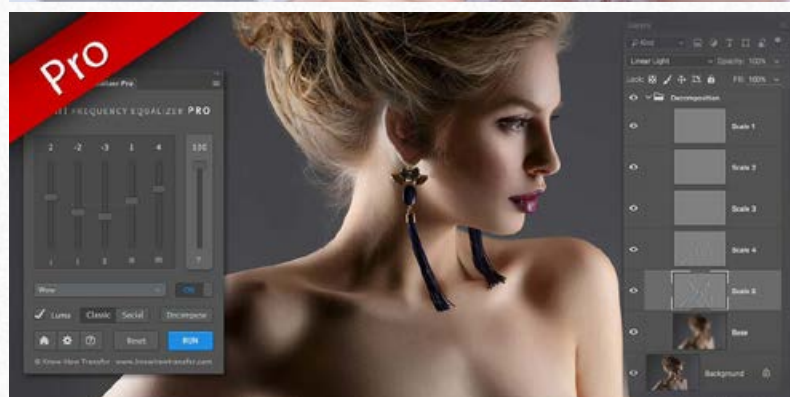
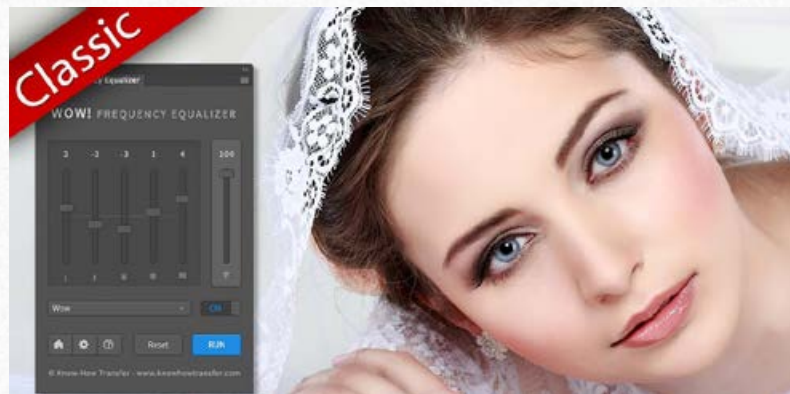


[Channels Power Tool - Advanced Mask Editing](#)

Easily get a preview or create masks out of all available channels. Use the powerful Apply Image option to precisely recover the details of your files. CPT will enhance your color control precision and productivity. PS CS5 and Above - MAC & WIN.

[Buy €24 >](#)

The Wow! range. Classic, Pro, Social and Video Edition



Wow! is an exclusive Photoshop extension that improves images with a magical combination of sharpening, shape and smoothing – we call this the “The Wow! Factor.”

Wow! adds style, image sharpness, and three-dimensionality together with incredibly smooth transitions. Use our easy presets with just one button, or take full control with the high quality live preview to add and remove details by tweaking our five dedicated sliders.

There are four versions of Wow!, three for Photoshop and one for video.

Wow! Frequency Equalizer Classic Edition (Former Wow! Tonal Equalizer)

Our Premium Frequency separation Plugin. Five detail scales working independently with positive (add contrast sharpening and local contrast) and negative (remove contrast and smooth) values.

PS CS6 and above MAC & WIN. **Buy €30>**

Wow! Frequency Equalizer Pro Edition

Same features of Wow! Classic plus the new Decomposition button You can now turn each frequency into its pixel layer for a better and more precise frequency based retouching.

Works with two different engines: Classic and Social

PS CC and above - MAC & WIN. **Buy 40>**

Wow! Frequency Equalizer Social Edition

A miniaturized version of Wow! Classic with a re-designed algorithm with shorter range sliders and dedicated presets optimized for sizes from 800 to 1500 px. **Works with files up to 1920×1920 px**

PS CC and above MAC & WIN. **Buy 15>**

Wow! Frequency Equalizer Video Edition for Adobe Premiere and After Effects

Works with the same powerful engine of Wow! Classic. Same ease of use and tuning effect. Wow! generates an instant video preview and the export process is very fast. It's easy to use.

PS After Effects and Premiere CS6 and above - MAC & WIN. **Buy €30>**

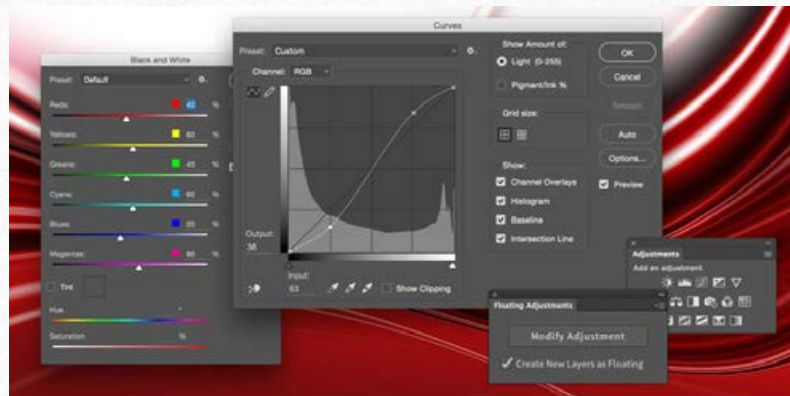
Specifications for all versions

Works on 8,16 and 32bit files - New wavelet based algorithm

Multi CPU accelerated. - 32bit color depth internal processing.

Wow! Home Page

Freeware and professional raw scan service



Floating Adjustments

Restore the Old CS3 Style Floating Window

[Floating Adjustments - Restores the old CS3 floating window](#)

Restores the Adjustment Layers' bigger, floating windows look and behavior which was the norm back in CS3. It allows the creation of 10 Adjustment kinds as big, floating windows, and the modifications of existing adj.

PS CS6 and above - MAC & WIN.

Get Free >



False Profile

Luminosity Control Using Gamma

[False Profile - Tonal range control with low or high gamma](#)

A Photoshop extension to automate the assignment of false RGB profiles for a full control of the luminosity. Brings new features and refinements to the process of assigning false profiles. Works in conjunction with the Dan Margulis' PPW Tools.

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3F is a raw file obtained from an analog original. We will scan your film with the Hasselblad hi-end scanners. Send us your originals from a 35mm to a 13x18cm/5x7", color or black and white, negative or positive. All PS Versions, MAC & WIN. Buy 3F 16 bit R

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Photoshop Plugins Page

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GUI Panel Design by Davide Barranca

Images credits:

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other images © Roberto Bigano

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