

CC 2015 Ready



# KNOW HOW TRANSFER

the photography knowledge hub



## Wow! Tonal Equalizer Social Edition

User Manual - Version 1.0.2 - October 2015



# 1. Why a Social Edition

Knowing that many photographers optimize images already sized for social platforms or the web, we set out to develop Wow! Social Edition, an innovative app fully devoted for the social world. We also know that any adjustment done at the output size generate a best result.

We designed a completely new algorithm, aimed at finely calibrate images with resolutions between 1,000 and 1,500 px. and created new, specific presets. The results were beyond our expectations. Images are brilliant, smooth and pop. Of course, being designed specifically for lower resolutions, Wow! Social Editions do not deliver optimal results at high resolutions. For this reason, Wow! Social Edition **will only work with images up to 1,920x1,920 px.**





## 2. Compatibility



Wow! works on Photoshop CC, all version at 64bit only.

MAC: Lion and later, El capitan Included

WIN: Vista and later, WIN 10 included

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)

**Problems? Go to the FAQ Page >**

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



## 3a. Install Wow! - MAC



### MAC USERS

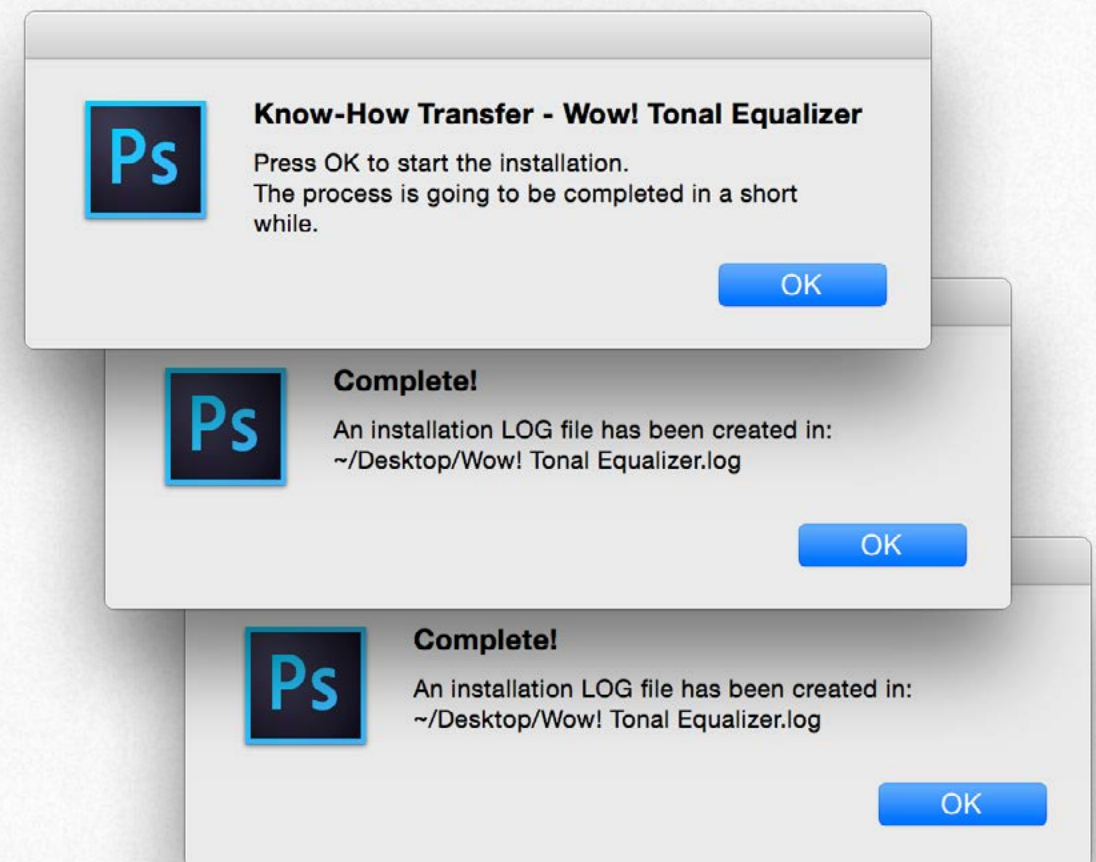
*The Wow! Installation process is easy as a pie.  
Simply drag the installer.jsx file onto the Photoshop icon.  
Then ok the three further steps and restart Photoshop.*

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**THE INSTALLER WILL AUTOMATICALLY UNINSTALL  
THE PREVIOUS VERSIONS OF WOW!**

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**1. Unzip the Install Folder - 2. Drag the Installer.jsx file onto the Photoshop icon - 3. Ok the 3 windows - 4. Restart Photoshop**



*Ok the three window to start the installation, process,  
save the install log and restart*





## 3b. Install Wow! - WIN

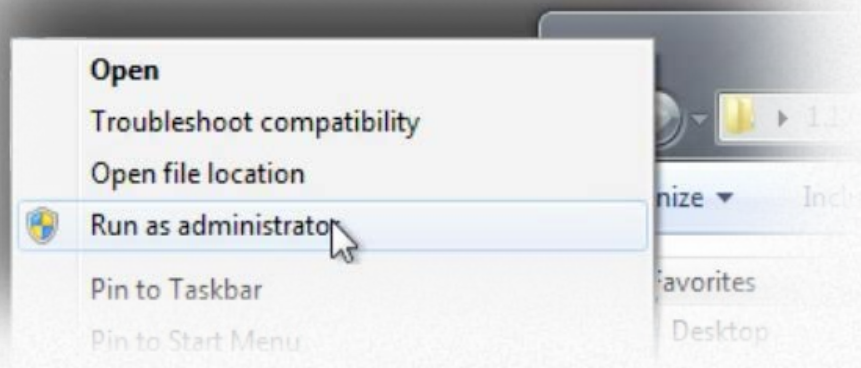


### WIN USERS

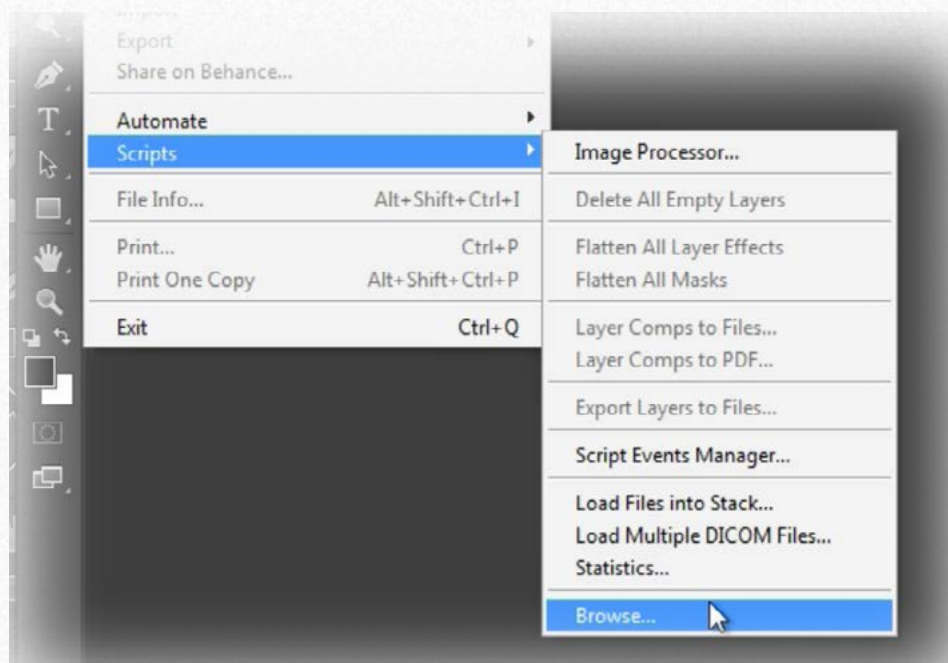
WIN users must run Photoshop as an administrator  
(right click and choose "Run as an administrator" option).

1. Unzip the Install Folder and copy its content on Desktop.

2. Run Photoshop as an Administrator



3. Through File -> Scripts -> Browse, open Installer.jsx

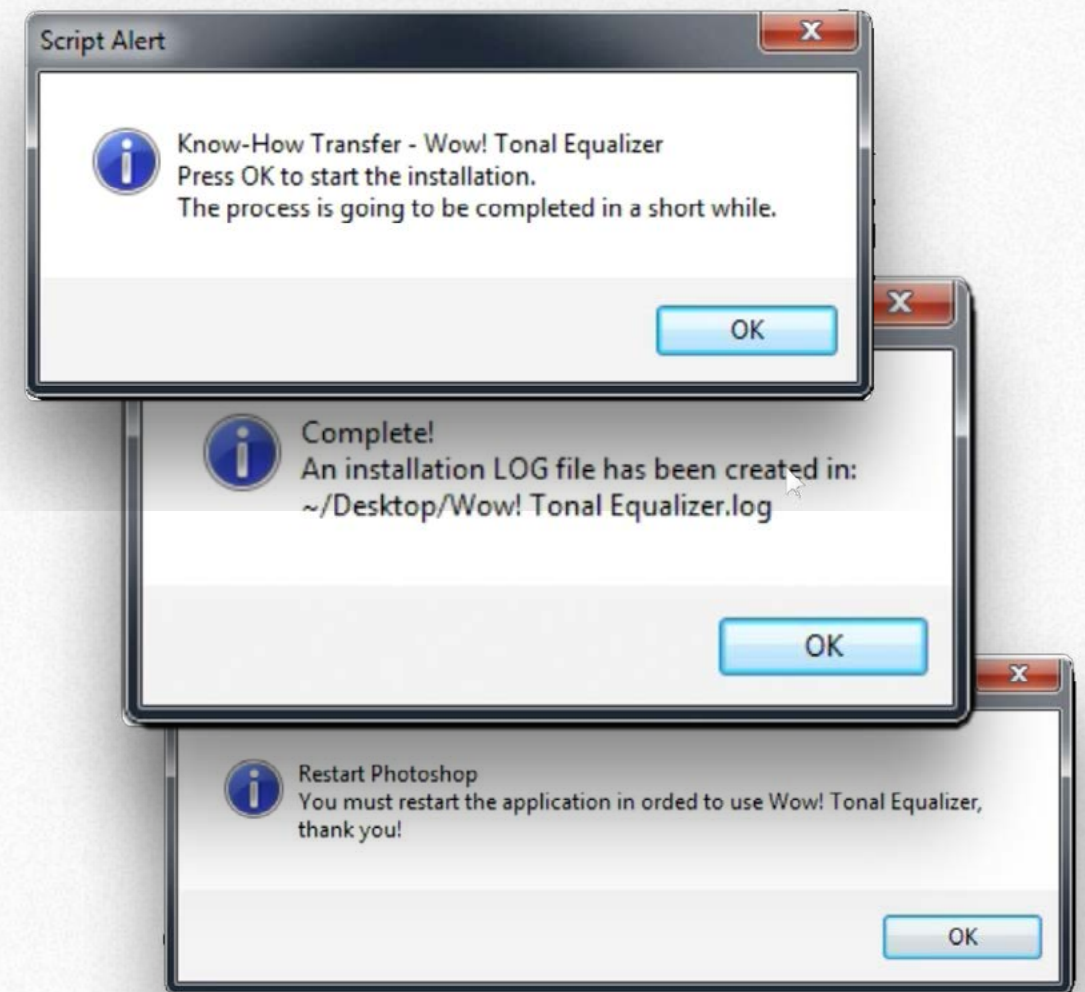


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**THE INSTALLER WILL AUTOMATICALLY UNINSTALL THE PREVIOUS VERSIONS OF WOW!**

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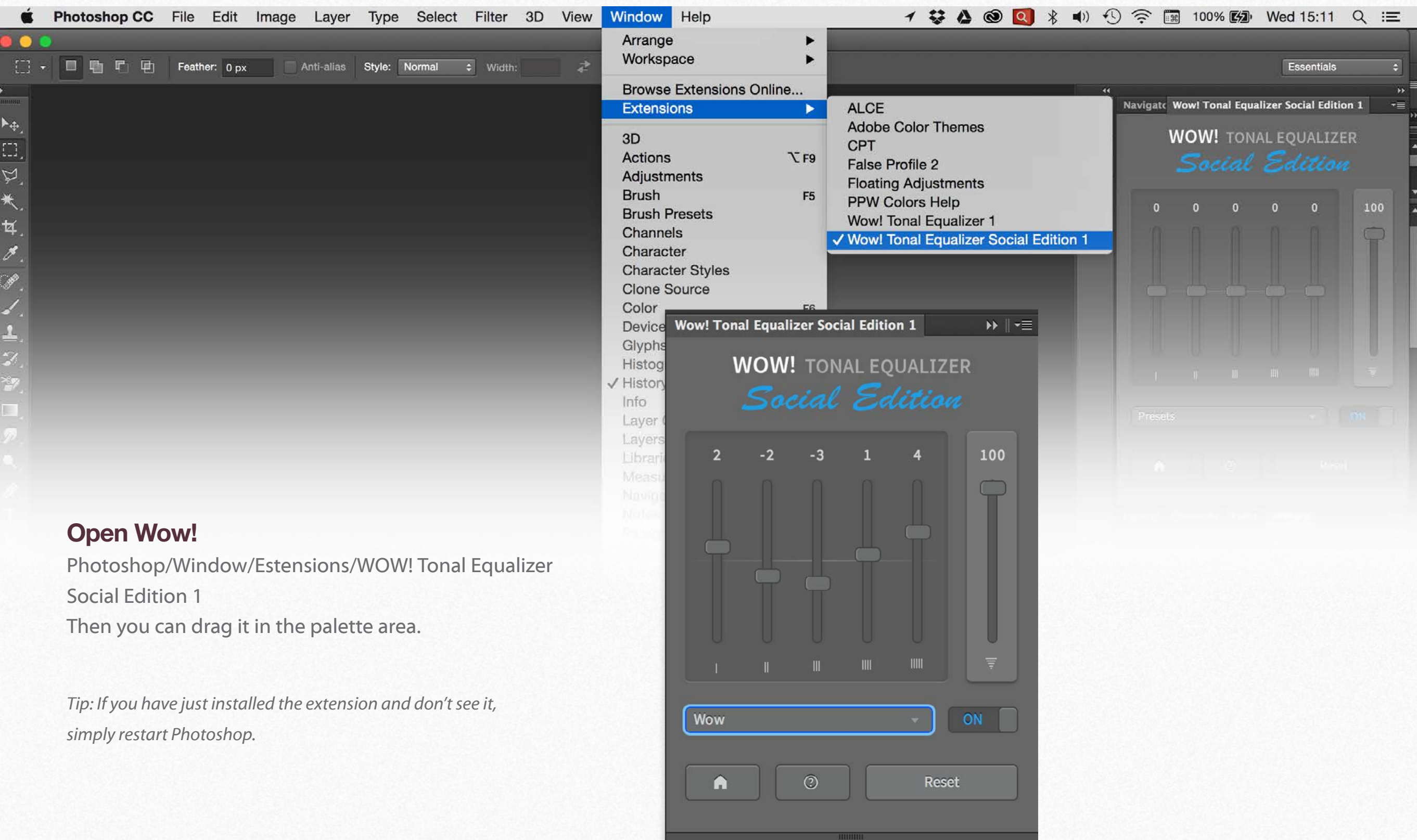
4. Ok the 3 windows



5. Restart Photoshop



## 4a. Where to find Wow! Social edition in Photoshop CC - All Versions



### Open Wow!

Photoshop/Window/Estensions/WOW! Tonal Equalizer  
Social Edition 1

Then you can drag it in the palette area.

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



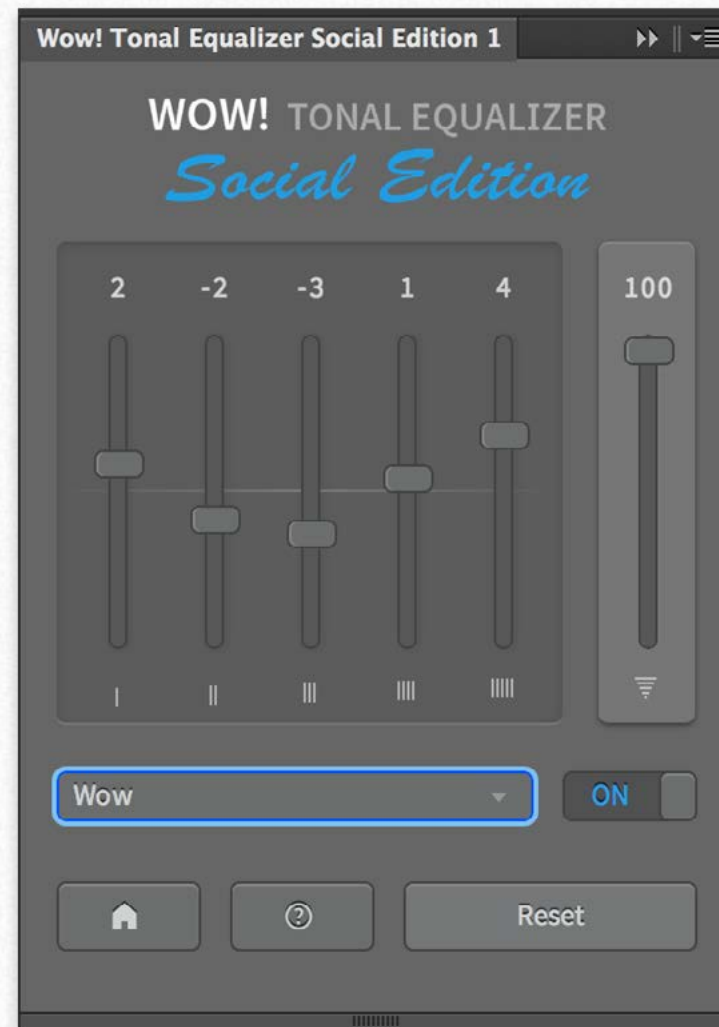
## 5a. The Wow! Interface

### 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%.



*Pull this small handle to reveal more presets.*

### Other Buttons

The “Home” button links to Wow! homepage. The “Preferences” button opens the prefs window. The “?” button displays the version release. Press “reset!” to reset the sliders to 0.

### Live Preview

Wow! opens with the sliders set to 0. Once entered your custom values or selected a preset, Wow! will update the preview any time you will move the sliders.

### Presets

You can try eight presets: Wow, Gentle, Skin, Enhanced Black Controls Product, or Boost. Please try all them and play with the sliders: Read the Preset page for more info.

### File size limit

Wow! Tonal Equalizer Social Edition will not work with files larger than 1920x1920 px.



## 8. 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*

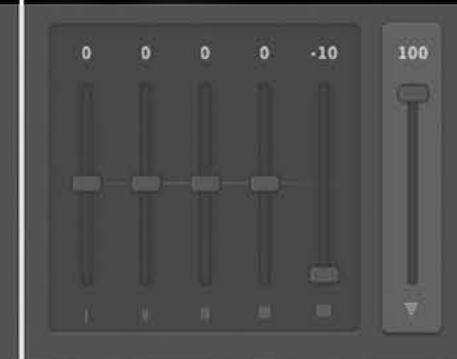
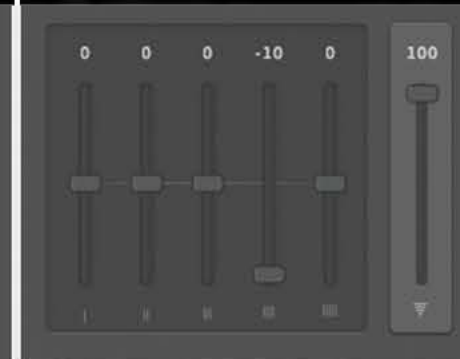
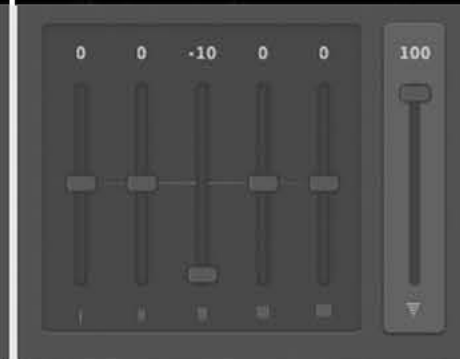
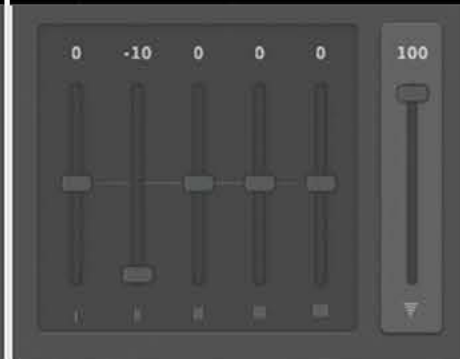
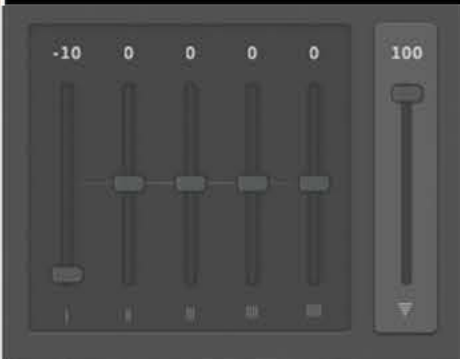
In the next two pages you can see the comparison between the sliders sets at +10 or -10. The upper row illustrates the difference between the original layer and the Wow! one. The lower row the Wow! layers.

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.











## 11. 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.





## 12. The Presets

The new Wow! embeds six new presets designed to meet different requirements. The values are optimized for a size ranging from 1000 to 1500px 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 strongly invite you to test all the presets with different subjects and play with the sliders. Don't forget to play with the opacity. An effect too harsh at 100% may be perfect at 70%. Wow! Tonal equalizer Social Edition will not work with files larger than 1920x1920 px.

### Wow and Wow Plus

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

Wow is the basic preset. Simply apply it and often you will get immediately what we call "The Wow! Factor".

It's the perfect companion of "Skin".

Use Wow Plus if you want a bit more of punch and smooth

### Gentle and Soft Portrait

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

Typically to be applied at the end of your workflow. It improves the tonal transitions and enhance all details. Great 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 powerful mood to your images. Increase the fourth slider value to enhance the effect, decrease the fifth value to control the black detail.

Pushing the layers values and deforming the image you can get incredible caricature effects.

### Product

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

A very versatile preset. We could have called it "Landscape" "Birdwatching" or "Automotive". Similar to an high frequency HiRaLoam effect but much more versatile.

### Boost

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

Add power to your image. Reduce the fifth layer value to add detail to the blacks. Try to add a mask to reduce some parts and eventually play with opacity to reduce artifacts.





# 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.*



## 21. A brief presentation of our Apps for Photoshop.



*Wow! Tonal Equalizer - Frequency Separation Plugin*

Boost and soft an image in one step detail scales through five dedicated sliders. Positive values, which add detail or shape. Negative value remove detail and create great, soft transitions.  
PS CC 2015, CC2014, CC, CS6 - MAC & WIN. [Buy €32 >](#)



*Channels Power Tool - Advanced Mask Editing*

Easily get a preview of all available channels. Create masks from the 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 CC 2015, CC2014, CC, CS6, CS5 - MAC & WIN. [Buy €20 >](#)



*VitaminBW - Single and Triple Tone Black&White Converter*

An original approach to B&W Conversion with a very clean and simple interface. Simply press the "Single Tone" or the "Triple Tone" button to be quickly introduced to advanced conversion techniques.  
PS CC 2015, CC2014, CC, CS6 - MAC & WIN. [Buy €26 >](#)



*Double USM - Two Channels Advanced Sharpening*

Works separately on Dark and Light halo's components of an image. With a double set of sliders and his high quality preview, Double USM fills the gap. For traditional, HiRaLoam or creative mixed sharpening.  
PS CC 2015, CC2014, CC, CS6, CS5 - MAC & WIN. [Buy €12.40 >](#)



*ALCE - Advanced Local Contrast Enhancer*

An easy-to-use and powerful Photoshop tool to effectively improve and finely tune the local contrast of an image. His smart algorithm avoids the clipping issues typical of methods like shadows/highlights.  
PS CC 2015, CC2014, CC, CS6, CS5, CS4, CS3 - MAC & WIN. [Buy €28 >](#)



*PS Projects - Files Manager for Photoshop*

A script that lets you create, load and modify Project files – i.e. collections of images in any format, from any folder in your hard drive as file references, that you might need to open in Photoshop often.  
PS CC 2014, CC, CS6 - MAC & WIN [Buy €11 >](#)



## Freeware



### *Floating Adjustments - Restores the old CS3 floating window*

Restores the Adjustment Layers' bigger, floating windows look and behaviour 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 CC2014, CC, CS6, CS5 - MAC & WIN.

[Get Free >](#)



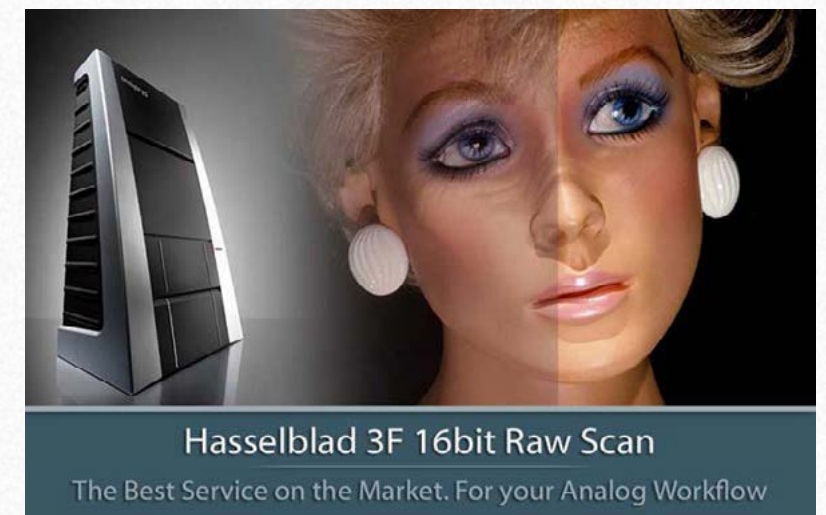
### *False Profile - Tonal range control with low or high gamma*

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.

PS CC 2015, CC2014, CC, CS6, CS5 - MAC & WIN.

[Get Free >](#)

## Premium Raw Scan Service



### *Hasselblad 3F 16bit Raw Scan Service*

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

ALL PHOTOSHOP VERSIONS, MAC & WIN

[Buy Raw Scan €7 each.>](#)

[Apps Store >](#)

[Apps home page >](#)





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## 23. Links and Credits

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VitaminBW is developed by KnowHowTransfer  
Manual design by Marco Diodato

[Wow! Tonal Equalizer Page >](#)  
[Buy Wow! here >](#)  
[Store Home Page >](#)  
[Products Home Page >](#)  
[bigano.com >](#)

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