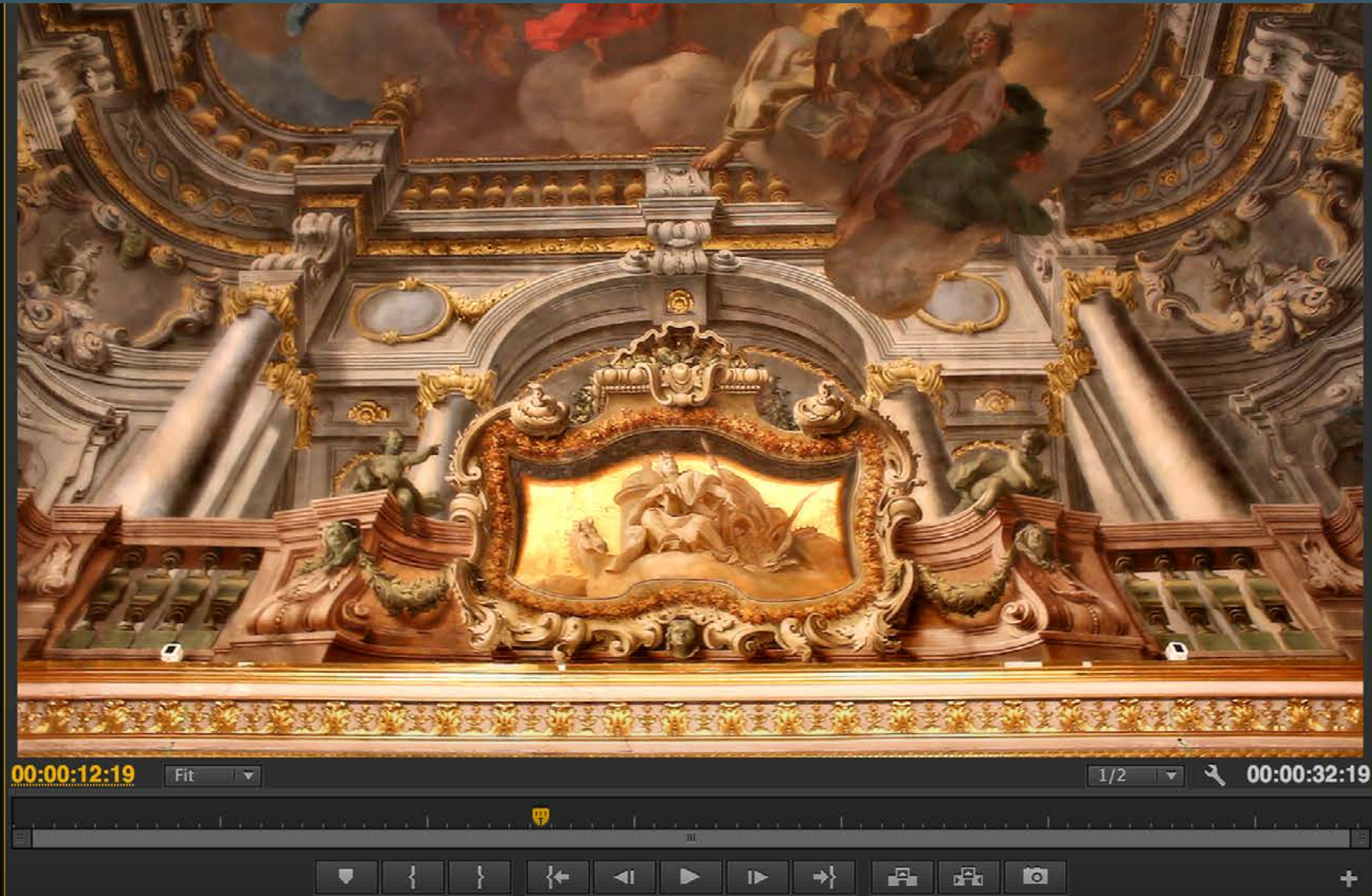
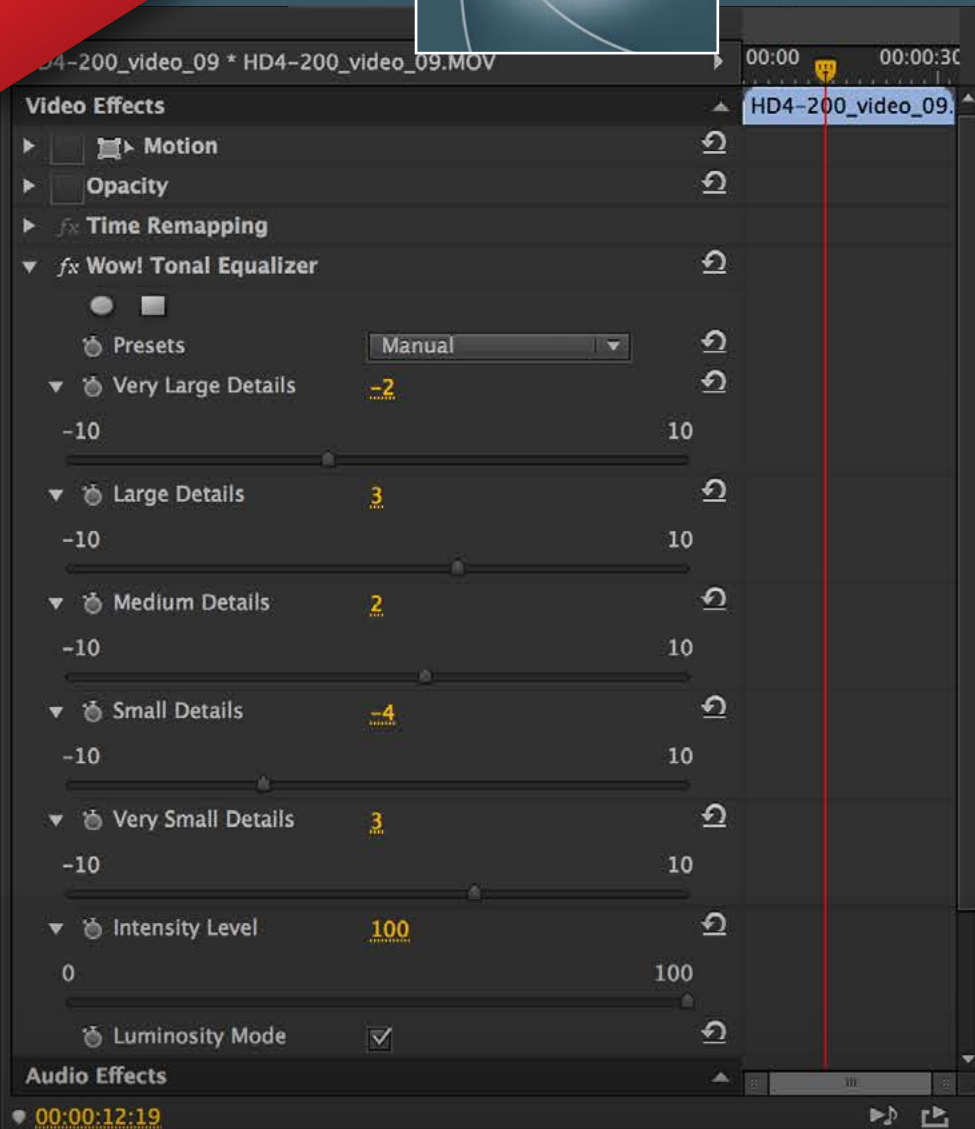


CC 2015 Ready



# KNOW HOW TRANSFER

the photography knowledge hub



## Wow! Tonal Equalizer Video Edition

User Manual - Version 1.1.005 - December 2015





# 1. Compatibility



Adobe After Effect: CS6 and later  
Adobe Premiere Pro : CS6 and later  
MAC: Lion and later, El capitan Included  
WIN: Vista and later, WIN 10 included  
64bit only

For further information visit the [Wow! page >](#)  
or write to  
[support@knowhowtransfer.com >](mailto:support@knowhowtransfer.com)



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

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



## 2. Install on Adobe After Effects and Premiere Pro



**1. Unzip the downloaded folder**

**2. Copy the folder “Wow! Tonal Equalizer Video Edition” on your dekstop**

**3. Copy “Wow! Tonal Equalizer Video Edition 1.aex” stored in the WIN folder**

*You may be asked to enter your administrator password*

**4. Paste in this location**

CC 2015: C:\Program Files\Adobe\Common\Plug-ins\8.0\Media Core\

CC 2014: C:\Program Files\Adobe\Common\Plug-ins\7.0\Media Core\

CC: C:\Program Files\Adobe\Common\Plug-ins\6.0\Media Core\

CS6: C:\Program Files\Adobe\Common\Plug-ins\CS6\Media Core\

**5. Restart After Effects or Premiere Pro**



**1. Unzip the downloaded folder**

**2. Copy the folder “Wow! Tonal Equalizer Video Edition” on your dekstop**

**3. Copy “Wow! Tonal Equalizer Video Edition 1.plugin” stored in the MAC folder**

**4. Paste in this location**

CC 2015: Macintosh HD/Library/Application Support/Adobe/Common/Plug-ins/8.0/Media Core/

CC 2014: Macintosh HD/Library/Application Support/Adobe/Common/Plug-ins/7.0/Media Core/

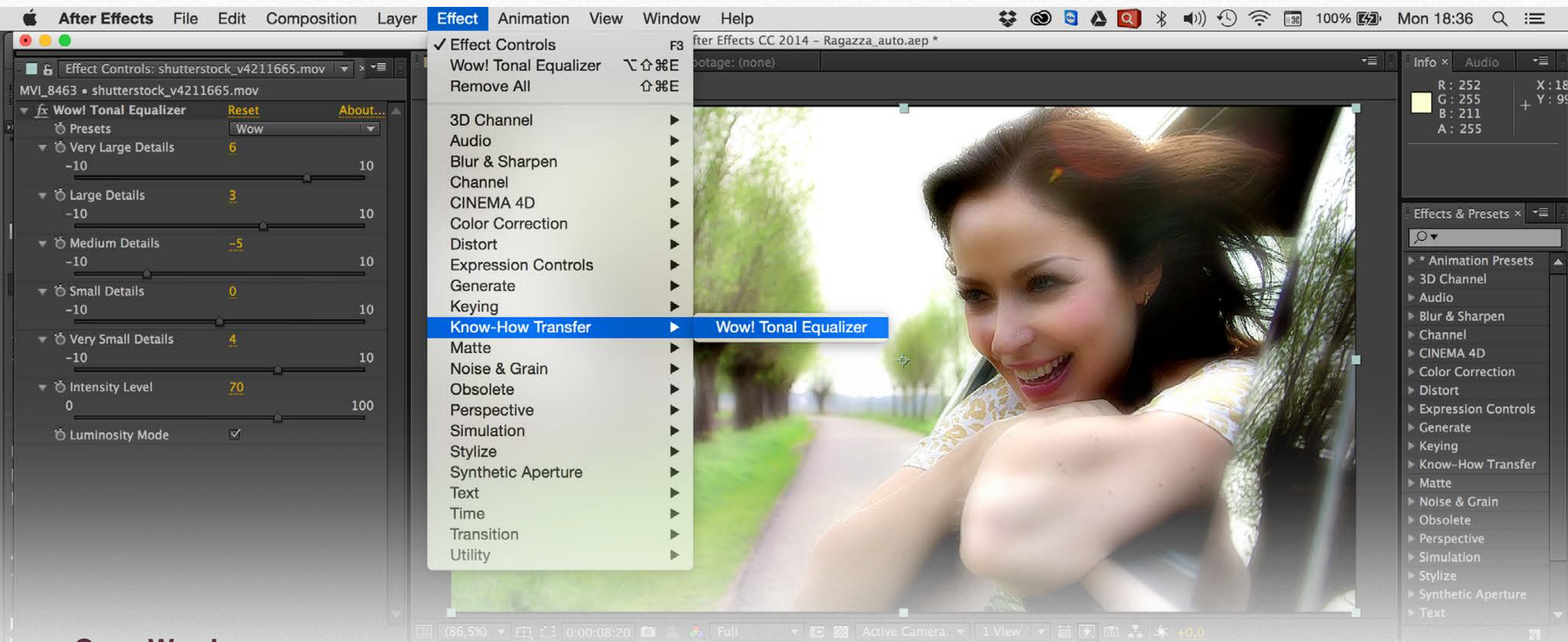
CC: Macintosh HD/Library/Application Support/Adobe/Common/Plug-ins/6.0/Media Core/

CS6: Macintosh HD/Library/Application Support/Adobe/Common/Plug-ins/CS6/Media Core/

**5. Restart After Effects or Premiere Pro**



## 3a. Where to find Wow! Video Edition in Adobe After Effects



### Open Wow!

After Effects/Effects/Know-How transfer/WOW! Tonal Equalizer 1.

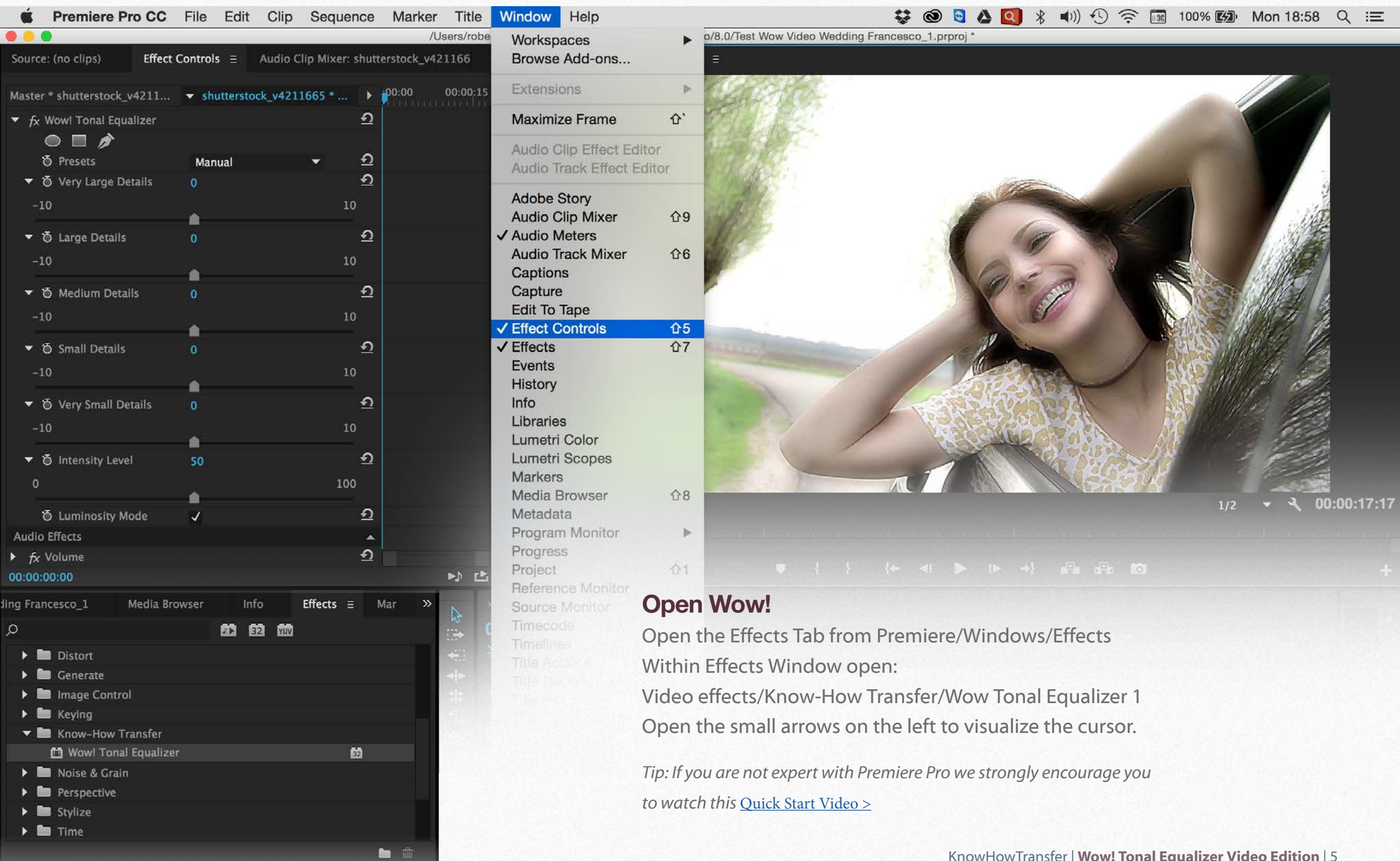
Then you can drag where you prefer.

Open the small arrows on the left to visualize the cursor.

*Tip: If you are not expert with After Effect we strongly encourage you to [take a one minute tour here](#) >*



## 3b. Where to find Wow! Video edition in Premiere Pro



The screenshot displays the Adobe Premiere Pro CC interface. The top menu bar includes 'File', 'Edit', 'Clip', 'Sequence', 'Marker', 'Title', 'Window', and 'Help'. The 'Window' menu is open, showing a list of panels. 'Effect Controls' is highlighted with a blue checkmark and an up arrow icon. Other visible panels in the menu include 'Workspaces', 'Browse Add-ons...', 'Extensions', 'Maximize Frame', 'Audio Clip Effect Editor', 'Audio Track Effect Editor', 'Adobe Story', 'Audio Clip Mixer', 'Audio Meters', 'Audio Track Mixer', 'Captions', 'Capture', 'Edit To Tape', 'Effects', 'Events', 'History', 'Info', 'Libraries', 'Lumetri Color', 'Lumetri Scopes', 'Markers', 'Media Browser', 'Metadata', 'Program Monitor', 'Progress', 'Project', 'Reference Monitor', 'Source Monitor', 'Timecode', 'Timelines', 'Title Actions', 'Title Design', and 'Title Properties'.

In the bottom-left corner, the 'Effects' panel is open, showing a list of effect categories. The 'Know-How Transfer' category is expanded, and 'Wow! Tonal Equalizer' is selected. The 'Wow! Tonal Equalizer' effect is also visible in the 'Effect Controls' panel on the left, showing various sliders for 'Very Large Details', 'Large Details', 'Medium Details', 'Small Details', 'Very Small Details', 'Intensity Level', and 'Luminosity Mode'.

The main preview window on the right shows a video clip of a smiling woman with her hands behind her head, leaning against a railing. The timeline at the bottom indicates the current time is 00:00:17:17.

### Open Wow!

Open the Effects Tab from Premiere/Windows/Effects

Within Effects Window open:

Video effects/Know-How Transfer/Wow Tonal Equalizer 1

Open the small arrows on the left to visualize the cursor.

*Tip: If you are not expert with Premiere Pro we strongly encourage you to watch this [Quick Start Video](#) >*

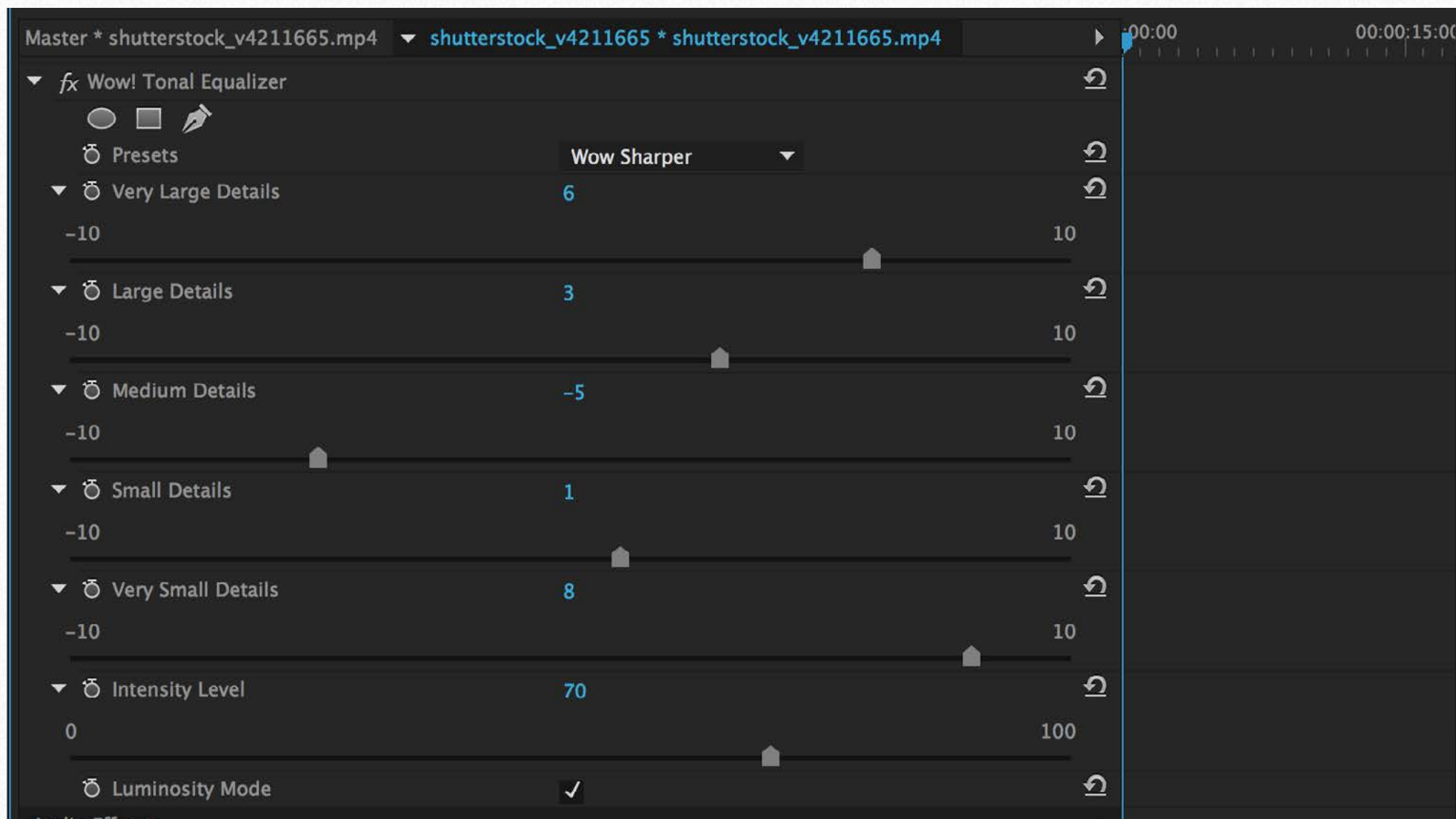


## 4. The Equalizer

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 wedding, an event or a commercial.





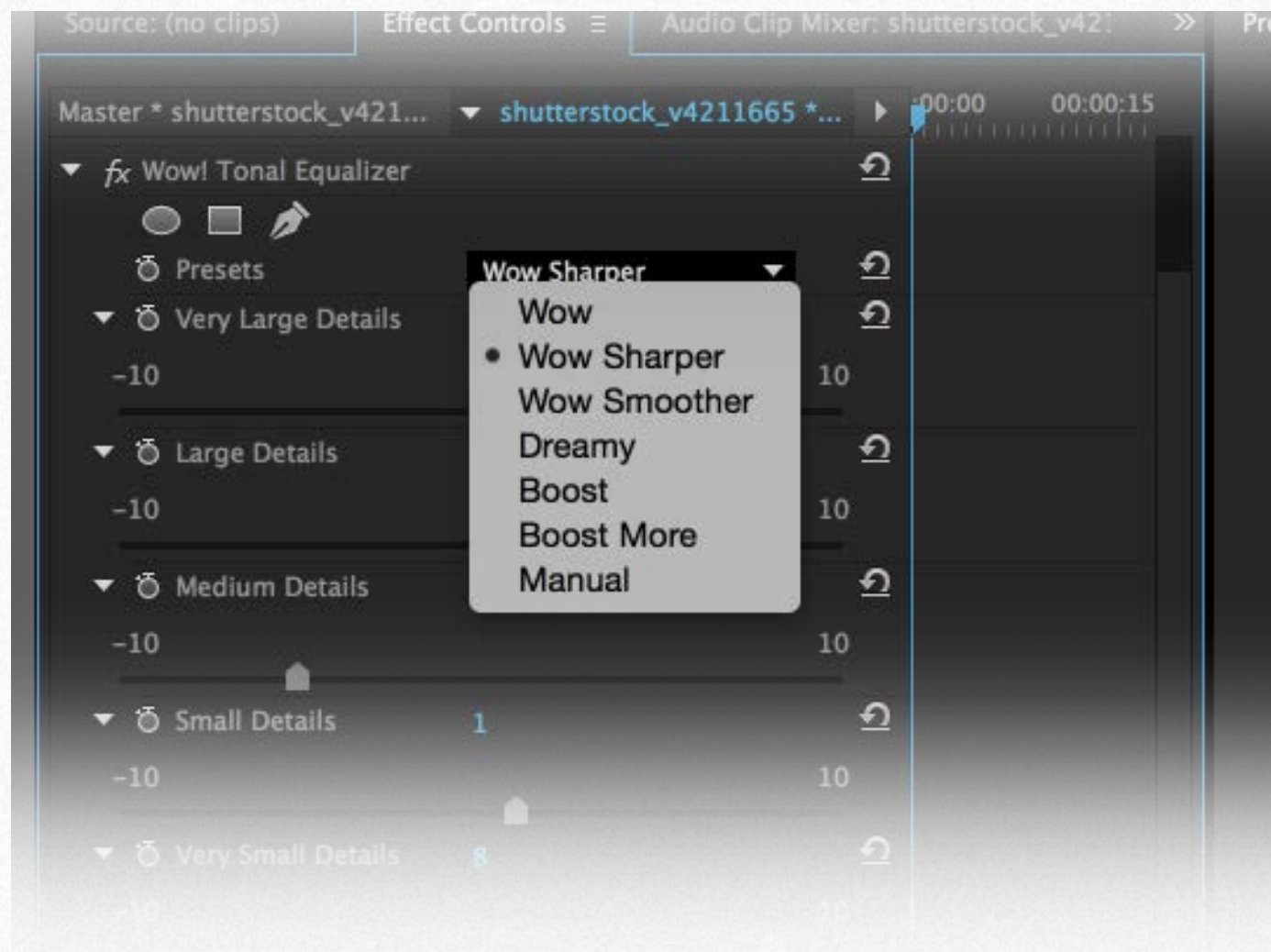
## 5. The Presets

Wow! video embeds six presets designed to meet different requirements. The values are optimized for Full HD (1920x1080 px) and must be considered a starting point. 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%. By default opacity is set at 70%.

Export time is around three minutes for one minute of footage, but if you uncheck the luminosity tab it will be slower.

You can access to the preset from the scroll down menu, or manually input the numeric values or, much more easier, move the cursor and see instantly the result in preview.





## 6 . 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.







# 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 €24 >



*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 €28 >



*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 Big CS3-style Floating Window

*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

Luminosity and Tonal Range 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.

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

[Get Free >](#)

## Premium Raw Scan Service



### Hasselblad 3F 16bit Raw Scan

The Best Service on the Market. For your Analog Workflow

*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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Wow! Tonal Equalizer Video Edition is developed by KnowHowTransfer  
Manual design by Marco Diodato

[Wow! Tonal Equalizer Page >](#)

[Buy Wow! here >](#)

[Store Home Page >](#)

[Products Home Page >](#)

[bigano.com >](#)