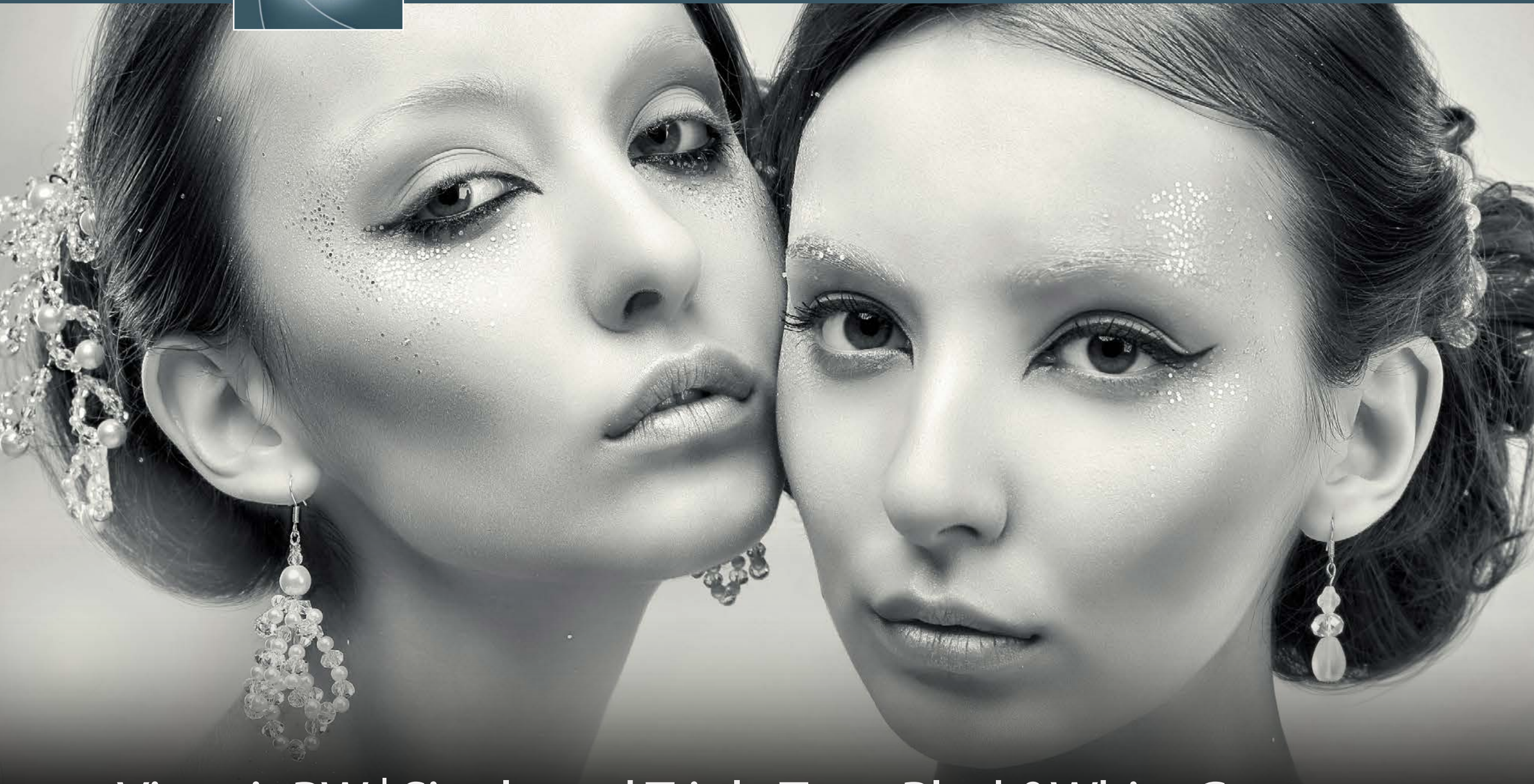# KNOW HOW TRANSFER
the photography knowledge hub

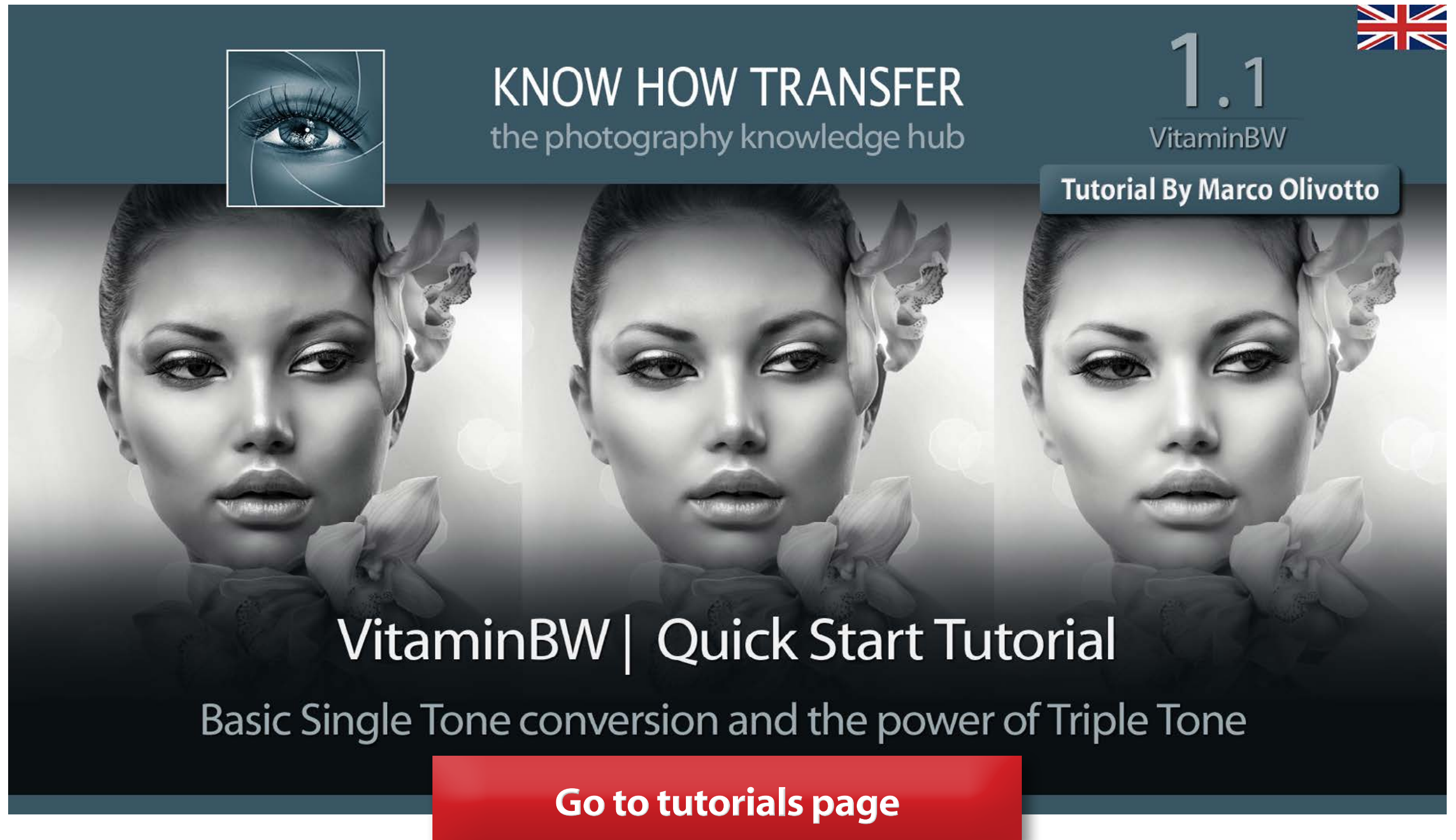# VitaminBW | Single and Triple Tone Black&White Converter

User Manual - Version 1.0.4 - January 2016

Before to start

We warmly recommend you to take a look to this manual. It will help you to install, open VitaminBW the first time and learn how it work.

There also a great section of work cases that will help you to get the most out of VitaminBW.

Last but not least there is a set of great tutorial by Marco Olivotto. Don't miss them!

KNOW HOW TRANSFER
the photography knowledge hub

1.1
VitaminBW

Tutorial By Marco Olivotto

VitaminBW | Quick Start Tutorial

Basic Single Tone conversion and the power of Triple Tone

Go to tutorials page

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.
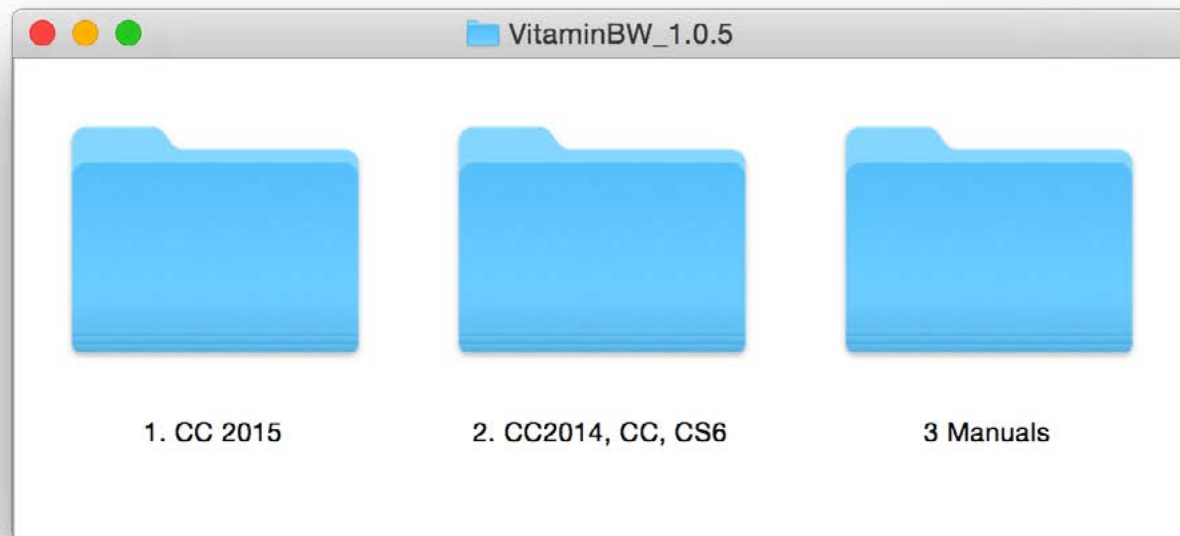
KNOW HOW TRANSFER
the photography knowledge hub

VitaminBW User Manual - Index

VitaminBW is an application developed by Davide Barranca

1. Unzip the Downloaded Folder

VitaminBW_1.0.5

1. CC 2015   2. CC2014, CC, CS6   3 Manuals

This is what the download folder contains.
WIN users must copy the folders on their desktop.
Please use the proper folder according your Photoshop version.
On CC 2015 you must install manually, in other versions manually or via Adobe Extension Manager

We do hope that this manual may support all your needs.
For further information visit the Vitamin page >
or write to
support@knowhowtransfer.com >

Copy and paste this link to email it to a different device
http://www.knowhowtransfer.com/download/manuals/vitaminbw_manual_en.pdf

2a. Install VitaminBW in Photoshop CC 2015

Until CC 2014 all our apps were installed via Adobe Extension Manager that has been discontinued. It no longer works in CC 2015
At the moment VitaminBW must be installed manually. Please follow carefully the instructions below and the install process will be easy.
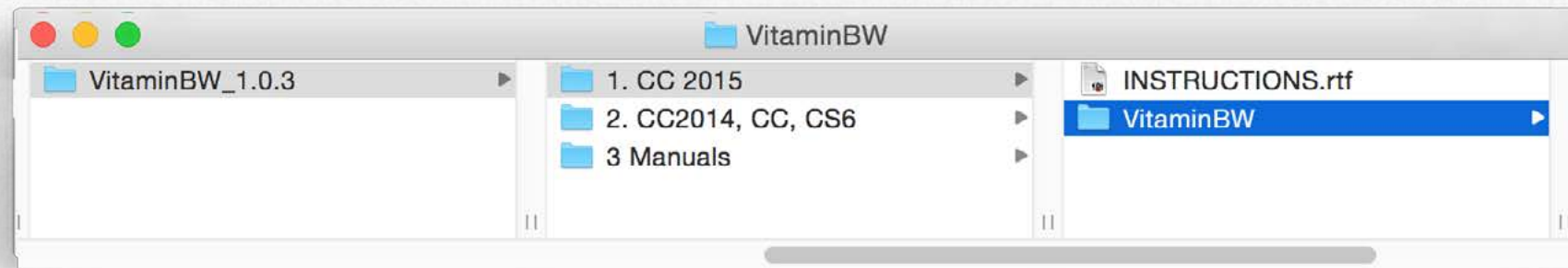
1. Unzip the downloaded folder and copy it on the Desktop.

2. Run Photoshop as an Administrator
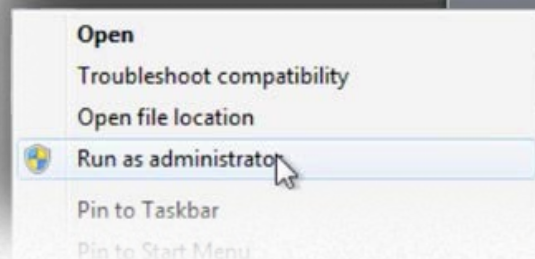
3. Copy the "VitaminBW"folder in
64 bit: C:\Program Files\Adobe\Adobe Photoshop CC2015 (64 Bit)\Presets\Scripts
32 bit: C:\Program Files (x86)\Adobe\Adobe Photoshop CC (32 Bit)\Presets/Scripts

4. Restart Photoshop

1. Unzip the downloaded folder.

2. Copy the "VitaminBW"folder in
Macintosh HD/Applications/Adobe Photoshop CC2015/Presets/Scripts

3. Restart Photoshop

You can install manually also in other Photoshop versions

2c. Install in CC 2014, CC, CS6 - MAC

ADOBE EXTENSION MANAGER IS REQUIRED TO INSTALL

Each version of Photoshop requires his dedicated AEM version.

PS CC 2014 and CC need AEM CC, PS CS6 need AEM CS6 etc

Any version of Photoshop requires the dedicated Adobe Extension Manager Version

2. CC2014, CC, CS6

VitaminBW_1.0.1.zxp

TO INSTALL USE THE FILE VitaminBW 1.0.1.jsx STORED IN THE FOLDER 2. CC2014, CC, CS6

1. Drag VitaminBE 1.0.1 on AEM icon on the dock
Or select the file and "Open with" Adobe extension Manager

2. Accept the "Extension Disclaimer"
Now AEM will alert you that the "developer of the application" is unknown.
We know him. Dont worry, proceed and accept.

3. In case, remove the previous version of VitaminBW
Simply press on the "Remove" button in the AEM window

4. Install

5. Restart Photoshop
Open VitaminBW from the Photoshop/Filter/VitaminBW 1.0.1 Menu
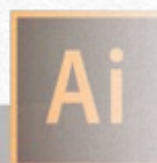
2c. Install in CC 2014, CC, CS6 - WIN

ADOBE EXTENSION MANAGER IS REQUIRED TO INSTALL

Each version of Photoshop requires his dedicated AEM version. PS CC 2014 and CC need AEM CC, PS CS6 need AEM CS6 etc

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

2. Run Adobe Extension Manager as an Administrator

3. Insert you admin password and open AEM

Enter your password if requested: Do it even if you're already logged as Administrator!

4. Open with AEM the file "VitaminBW 1.0.1.jsx

Use the dedicated version of AEM: AEM CC for PS CC 2014 and CC, AEM CS6 for PS CS6

5. Accept the "Extension Disclaimer"

Now AEM will alert you that the "developer of the application" is unknown. We know him. Dont worry; proceed and accept.
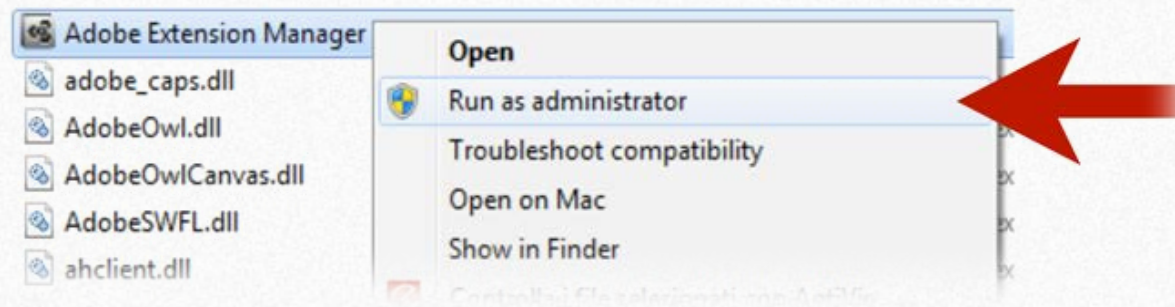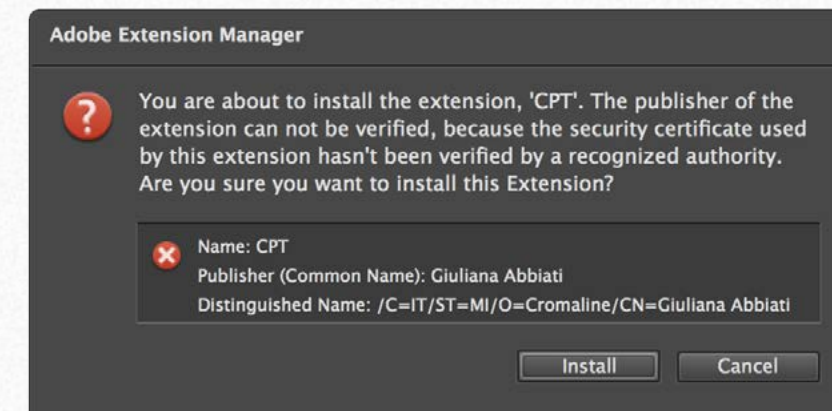
The reason of this alerts that the verification system used by Adobe cause the expiration of the installed application. This means that without any apparent reason or notification your installed application will no longer work.

6. In case, remove the previous version of VitaminBW

Simply press on the "Remove" button in the AEM window

7. Press the button "Install"

Simply press on the "Remove" button in the AEM window

8. Restart Photoshop

Open VitaminBW from the Photoshop/Filter/VitaminBW menu

2d. Open VitaminBW

Open VitaminBW:

Photoshop/Filter/VitaminBW 1.0

Tip: If you have just installed the extension and don't see it,

quit and restart Photoshop.

3a. The VitaminBW Interface

4. Conversion

This is where VitaminBW applies his peculiar routine. You can leave the Default conversion checkbox or try the Boost option for a bit of extra punch.

5. Tint (Hue)

By default VitaminBW converts in neutral color. Besides you can get a Cool Hue, Warm, or Mixed (warm highlights, cool shadows).

8. Preview

VitaminBW has no live preview, but you can preview all the possible combinations (Conversion, Tone, Filter) on two different test images, a portrait of a woman and an harbor landscape.

9. Single and Triple Tone

The Core and the Major Strenght of VitaminBW. We warmly recommend to read the manual than start opening a file and perform Triple Tone with the default option. Enjoy VitaminBW!

6. B&W Color Filters

In addition to the unfiltered version (none) you have five color filters option to tweak the tonal rendering: they simulate the B&W color filters.

7. Process

Press Single Tone to get one output accordingly to the selected option or Triple Tone to get three different outputs: no filter, blue and orange.

3b. How to get the most out of VitaminBW

We WARMLY suggest you to start using the procedure described below.

Step1. Read carefully this manual.

Step2. Forget for the moment all available Option like Conversion, BW Filters, Tint and Preview.

Step3. Open your file, press Triple Tone and carefully inspect the three versions. The first active version is the Default Single Tone version. The two further version, Orange and Blue will anticipate you the potential of the BW filtering.

Step4. Try the same on other two different files.

Well! You are now ready to explore all the further Option included our exclusive Mixed Colorisation and be quickly introduced to advanced editing techniques.

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

4. Default and Boost Conversion

Let us take a look to the further option offered by VitaminBW in addition to the Single and Triple Tone default values.

You can select "Boost" conversion in order to obtain a stronger local contrast effect. This may be very nice or too strong. Please consider that you can play with the opacity to get the desired result. Once selected the boost option the Single Tone or Triple Tone routine will be performed with boost conversion.
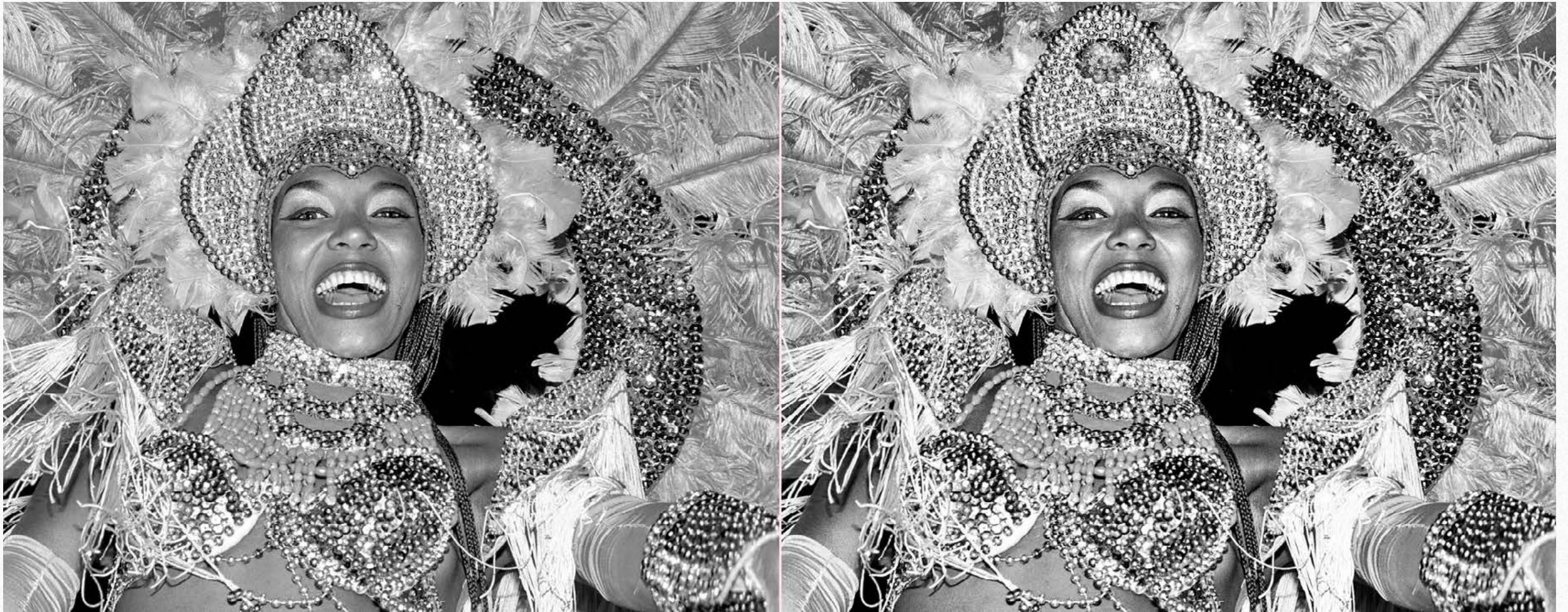
Default vs. Boost Conversion

5. Neutral, Cool, Warm and Mixed Color Tint

By default VitaminBW converts in a neutral gray that means that the medium tone is 128,128,128 in RGB values.

In addition you have three different options to change the tint (colorisation) of the image: cool, warm or mixed. Our exclusive toning preserves the highlights to obtain a more pleasant color and tonal contrast. Mixed is a combined application of warm highlights, neutral medium tones and cold shadows that may create a very pleasant and original effect.

6. Black&White Color Filters

In addition to the unfiltered version (none) you have five color filters option: Yellow, Orange, Red, Green and Blue.

The BW filters are used to modify how the original colors are rendered in black&white. Any filter lightens his color and darkens his opponent. i.e. Yellow filter lightens yellow and darkens blue, Green lightens green and darkens magenta etc.

Here below an example of how the color filters work. This original was,chromatically speaking, a bit confused and not brilliant. The Neutral version is not bad. The Red is nice but surreal. The Blue is very good, but the foliage of the palm is confused.

The Green is probably the best with a good separation of the red tones, a nice tonality of the palm and an excellent rendition and contrast of the fence and the water. An even better result could be obtained sandwiching the Green and Blue versions.

Original **Neutral** **Red** **Green** **Blue**

Read in the following page more information about color filtering

Yellow: lightens yellows and warm colors in general and darkens blues and cold colors in general. Typically moderately darkens sky and increase contrast between blue sky and clouds. Slightly lightens skin tones.

Orange: similar but stronger than yellow. Creates a medium/strong contrast between sky and clouds. Considerably lighten skin tones.

Red: the stronger of this triplet. Creates a dramatic contrast in sky and landscape. Strongly lightens skin tones. An effect a bit similar to infra-red filter.

Green: Lightens foliage and darkens magenta/red areas. In some cases darken skies. May improve pale skin tones.

Blue: Very few used in traditional black&white photography it's our preferred filter. It's very useful to create contrast in the most (tonally) difficult areas. For this reason we included this one in the Triple Tone routine where it plays a major role.


Default contrast No Filter Vs Boost Red. The Red version improves dramatically the contrast and work as a strong anti haze UV filter

7. Process. Triple and Single Tone

With Single Tone you will get a group containing a "flat" layer that is already a good black&white, and the VitaminBW layer with a blank (white) mask already applied. By default the three layers are with Standard Conversion, no BW filter and Neutral Tint.
Of course you can combine all the settings as i.e. Boost, Red Filter, Cool in all combinations.
The Triple tone routine creates three groups with several layers, so it takes a while to perform but very quickly you will be able to compare three totally different tonal versions. Read more at sections 9, 11, 12.
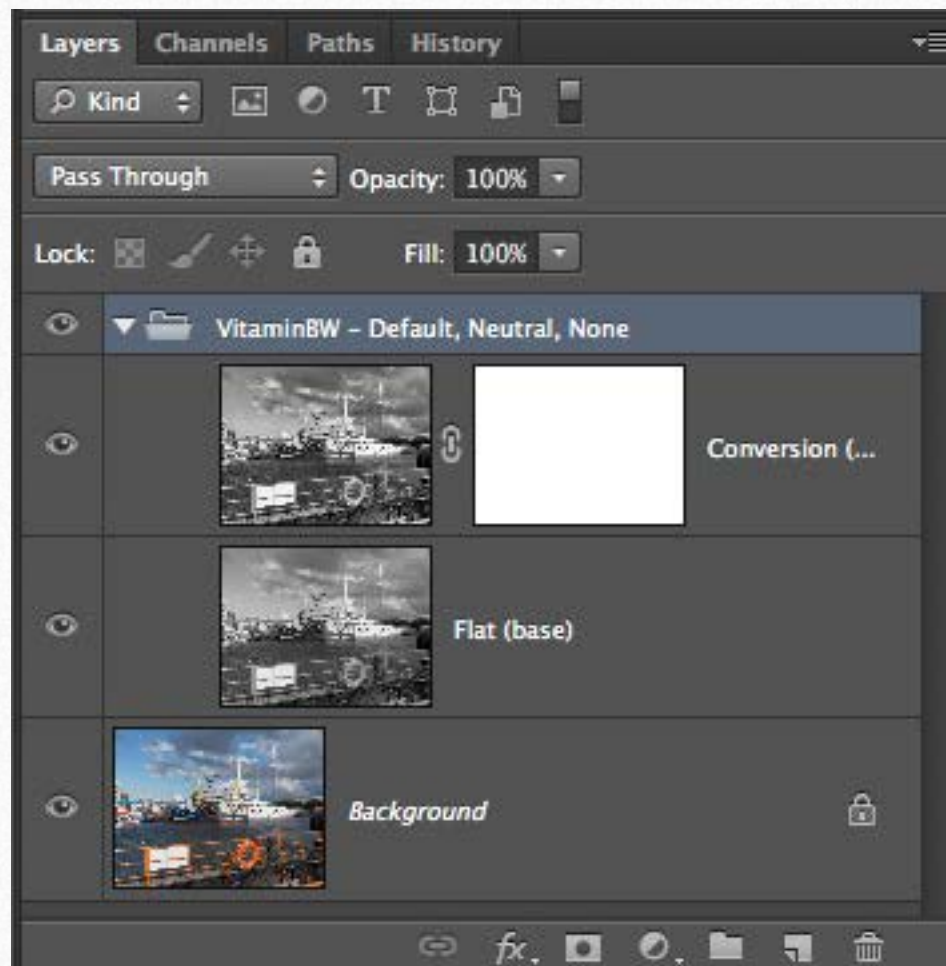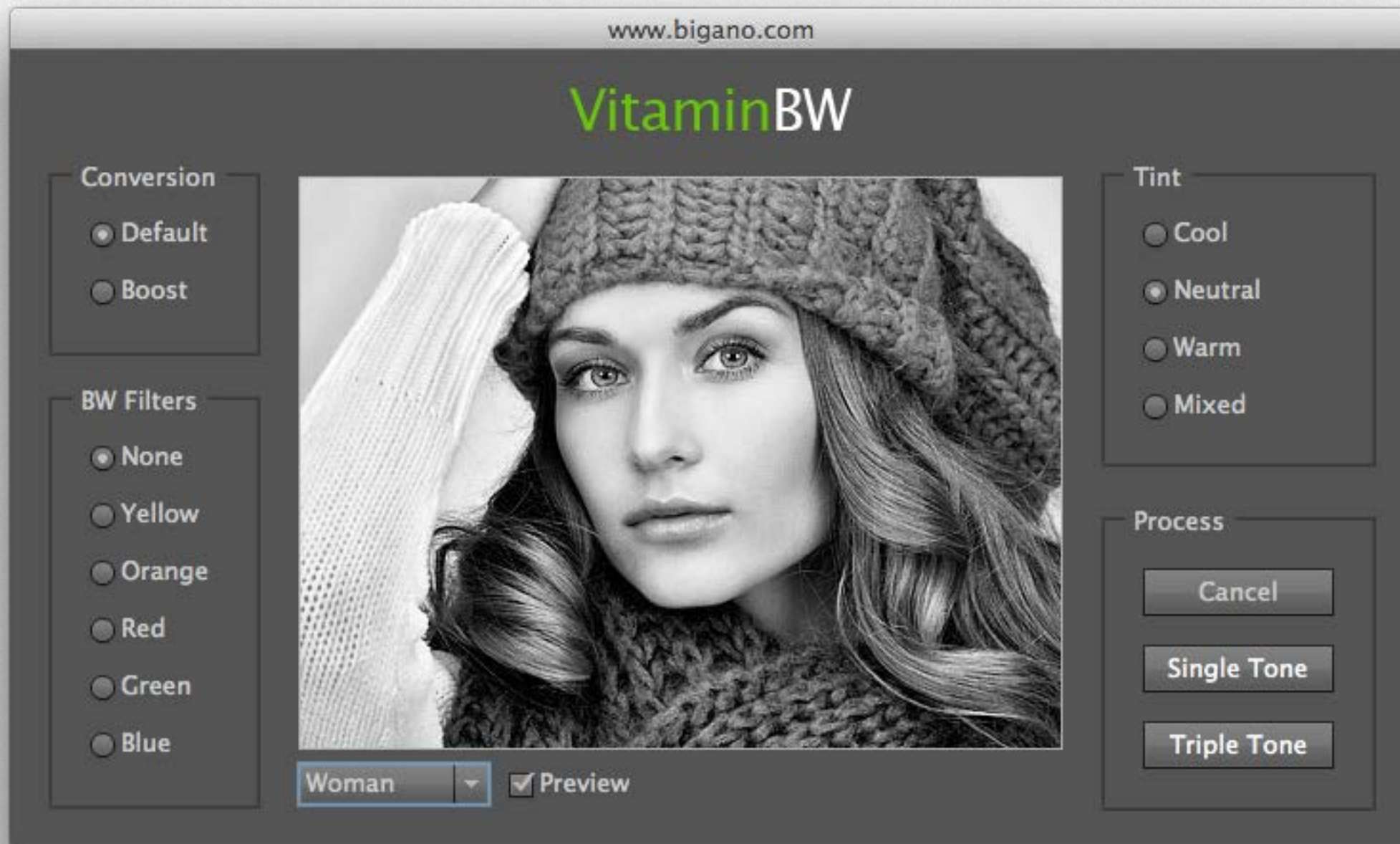

Top: the original layer, the basic B&W layer and the Vitaminised layer with a white mask.
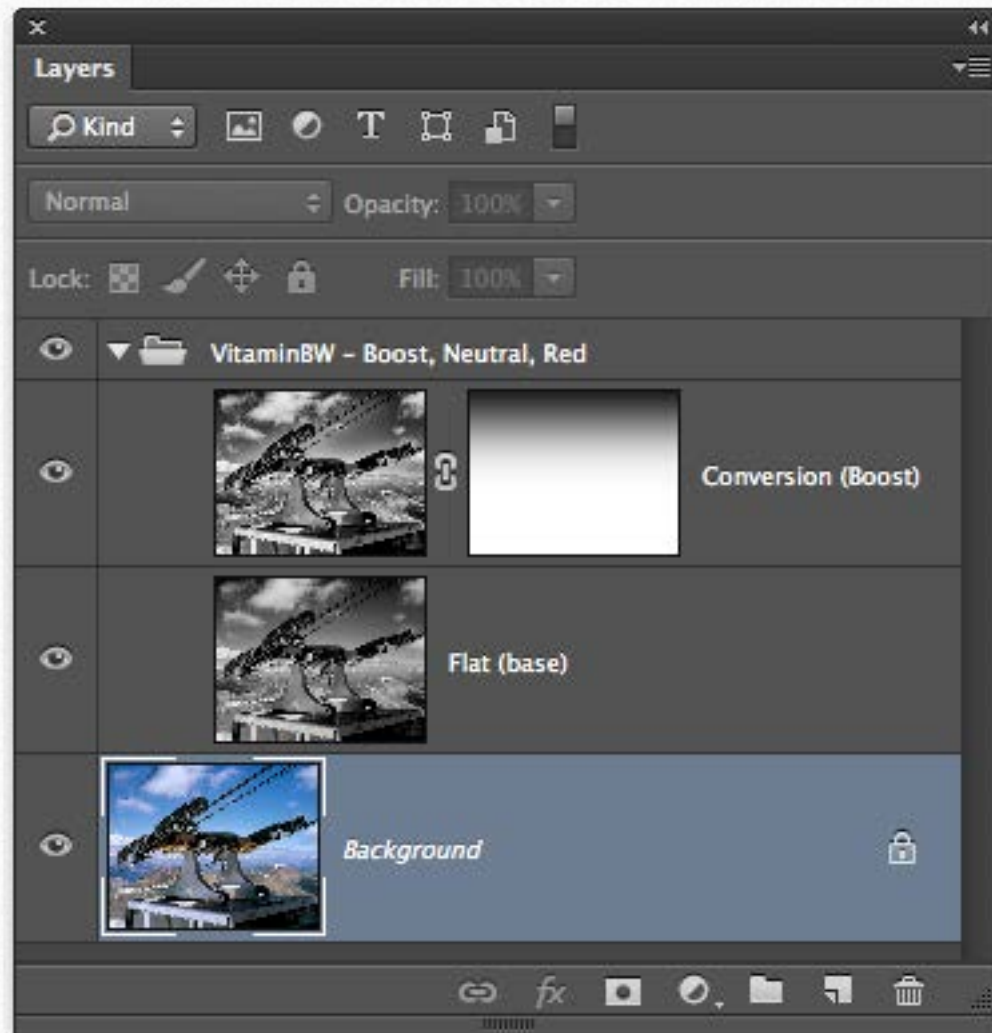Right: Three groups, the Neutral, the Blue and the Orange.
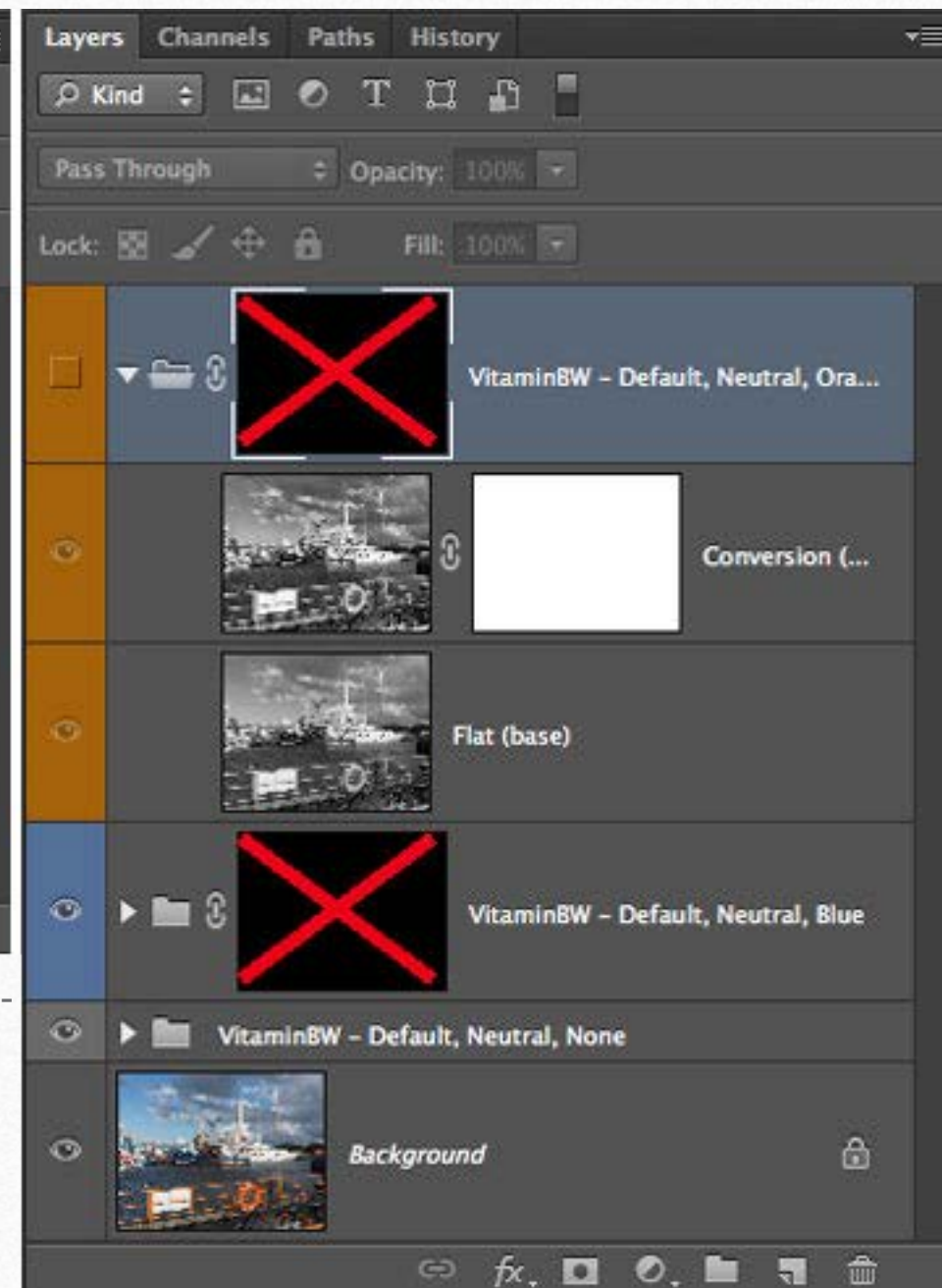
8. Preview

VitaminBW has no live preview, but you can preview all the possible combinations (Conversion, Filter, Tint) on two different test images, a portrait of a woman and an harbour landscape.

9a. Single Tone. Easy as a Pie

Because of the excellent default settings you will get very good result from the beginning even if you are a unexperienced user.
VitaminBW and his easy to use "Single Tone" is something unique.

Ok! Let's get started, open VitaminBW and press the Single Tone button. VitaminBW will work now in the default mode: standard conversion, no filter, no color filters. You will get a folder containing a Flat layer that is already a good black&white and the VitaminBW layer with a blank (white) mask already applied. The layer will be named with the options you have chosen.

Now you can either flatten the group, if you like the image as it is, or modify the opacity of the Vitamin layer in order to reduce the contrast effect or paint with a black soft brush on the white mask to delete unwanted areas; this is possible because in general the Flat layer has the same tonal values.
Mostly this default setting delivers a very good conversion but, of course, you can choose to change the contrast, tweak the tonal values using the BW (Color) Filters, or colorize the image with our Cool, Warm or Mixed presets.

Tip: You can reduce the strength of the contrast reducing
or increasing opacity, as the Flat layer has a lower contrast.
The default opacity of the tint layer is 50%.
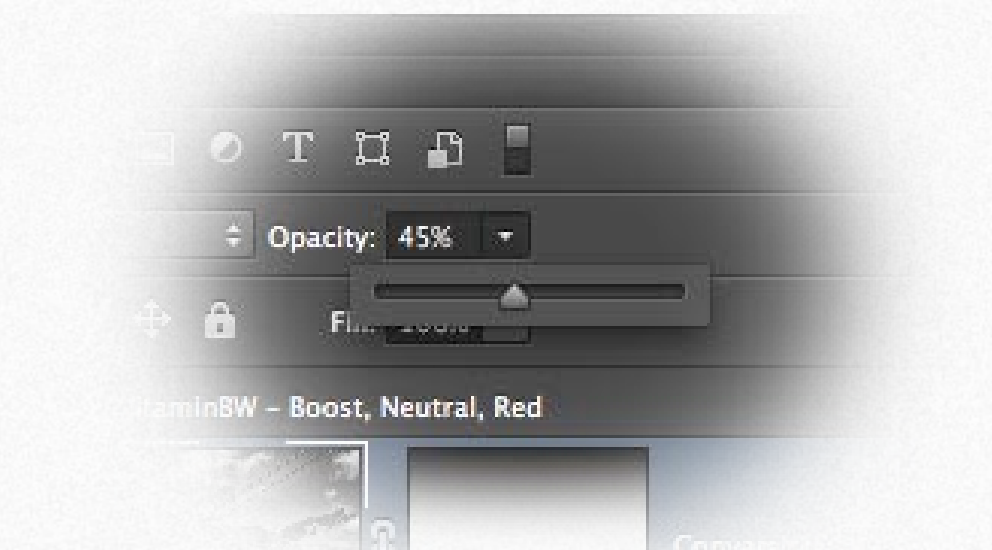
9b. Triple Tone: Advanced Tonal Editing Made Easy
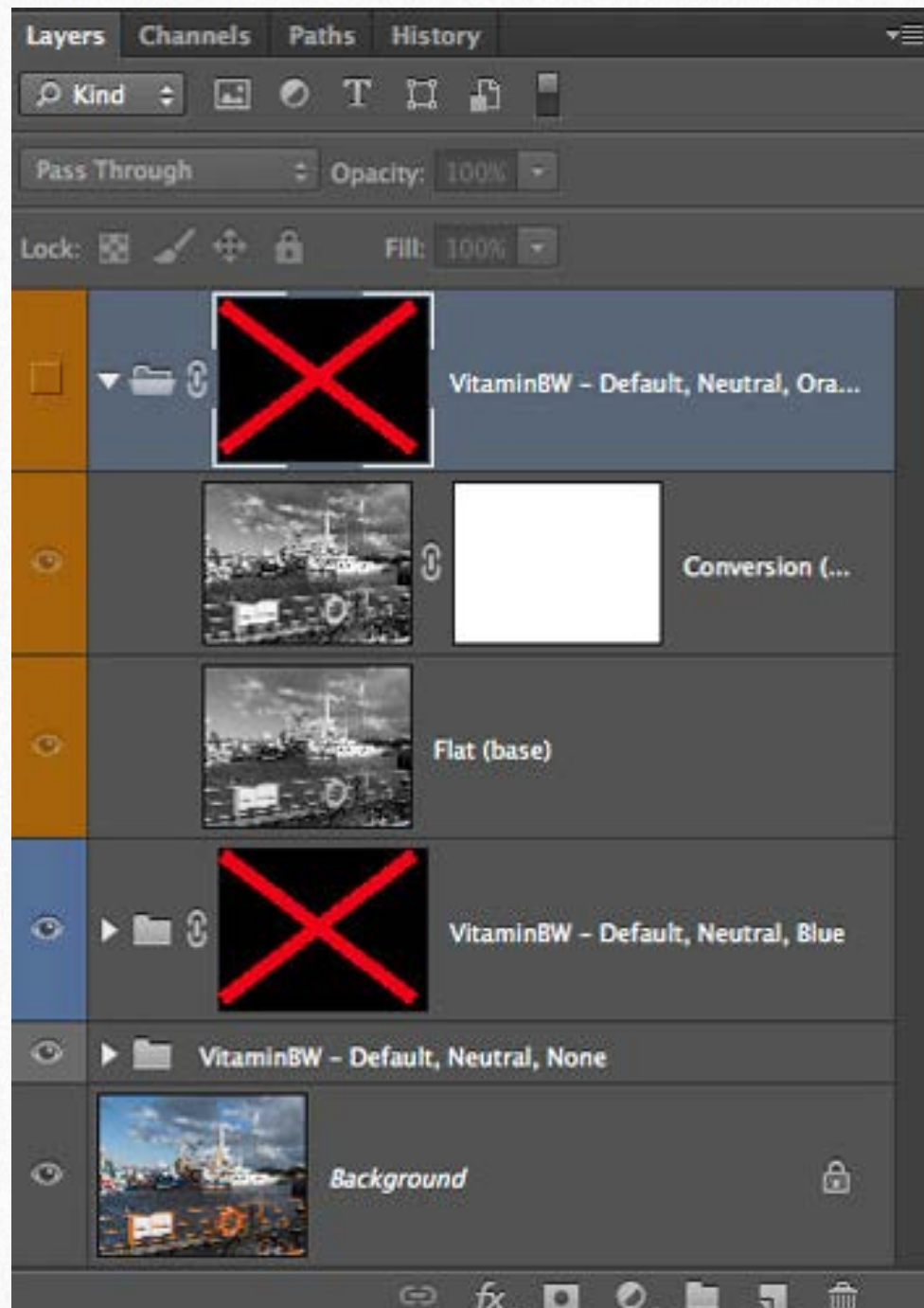
Triple Tone, with its exclusive approach, is probably the biggest strength of Vita-minBW. It introduces non-expert users to advanced tonal editing techniques but also quickly becomes a "must have" tool for any Pro.

The Triple Tone routine creates three groups with several layers, so it takes a while to perform but very quickly you will be able to compare three totally different ton-al versions.

You can now: toggle the group visibility (the "eye" icon) to inspect and compare the result of Orange and Blue filtering with the default.

Shift+click on the mask icons to enable them (red cross disappears).

Grab a soft white brush and start painting the mask to reveal the effect.

Of course you can try to apply different filters like the Red to get dramatic skies or Green for more details in the foliage. etc. Triple Tone will dramati-cally improve the tonal quality of your black&white.

Tip: You can perform Triple Tone ,selecting a
Tint or Boost conversion instead of default.
On the contrary the selection of a Color Filter
will not affect the final result.
The basic layer wil lremain unfiltered.
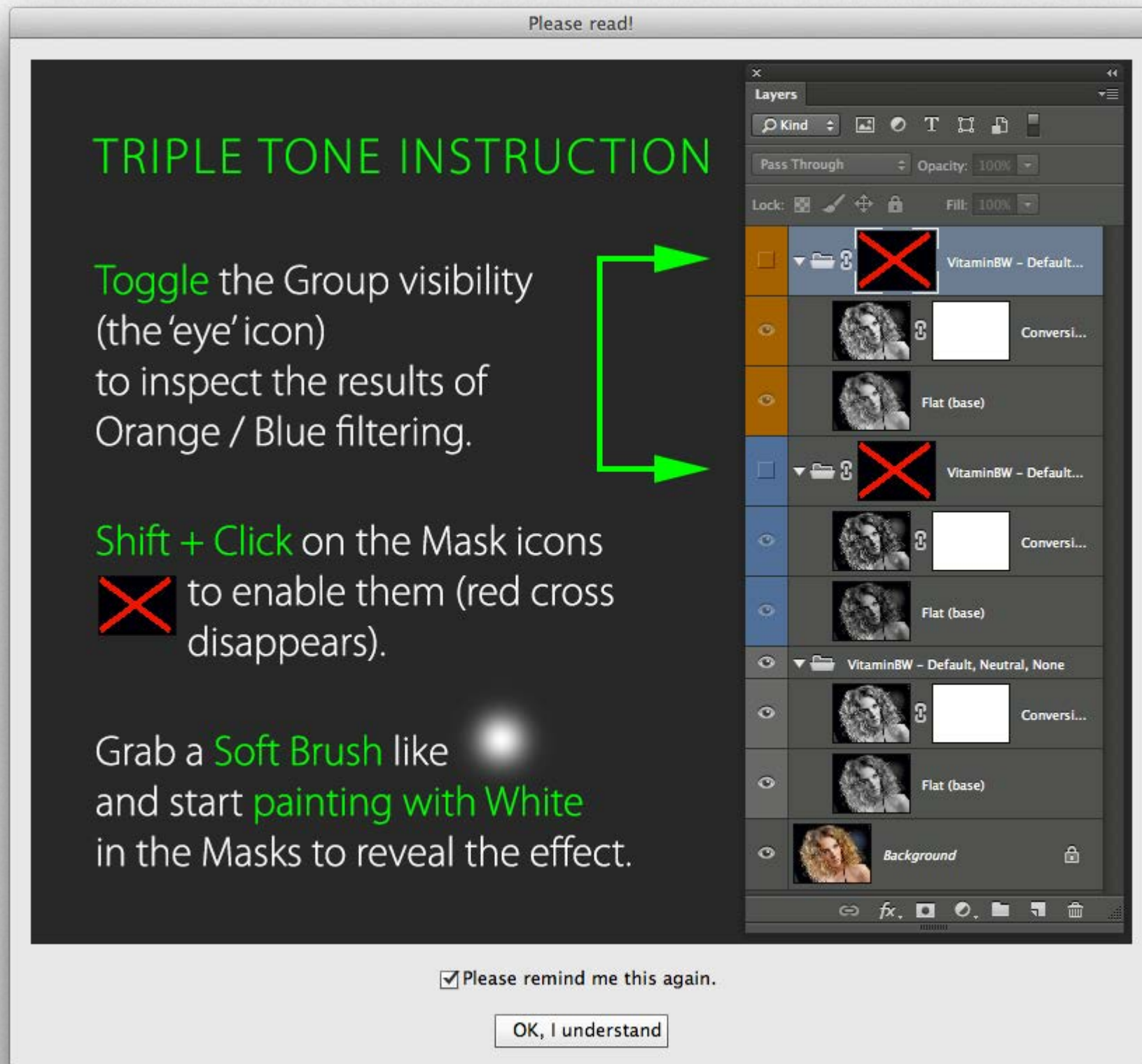
This window opens once applied Triple Tone as a quick manual.

The file opens with the Neutral Group revealed and the Blue and Orange Groups hidden.

Then toggle the Group visibility to inspect the Orange and Blue filtering.

In case grab a soft brush and start painting on the masks.

You can now activate the black mask with shift+click on the mask icon; red cross will disappear that it means that the group is not visible.

Use a white brush if you are painting on the black mask of the Group or the black brush if you want to modify the white mask of the filtered layer to reveal parts of the Flat layer.

Tips: you can again play with the opacity either of the filtered layer or the full filtered group.

10. VitaminBW with Native Black&White Files

Let us use a paradox. VitaminBW is a very good "converter" for your Black&White files. Of course you cannot use the BW filters but a good mix of conversion and tint may considerably improve the tone and printability of your pictures.

11. Case History - Fire on the Mincio Valley

We will see now step by step how Triple Tone works. You can see here the starting point and the final result that is a sandwich between two versions. We will learn how an apparently less interesting layer, in this case the Blue one may be very useful to improve the final result.
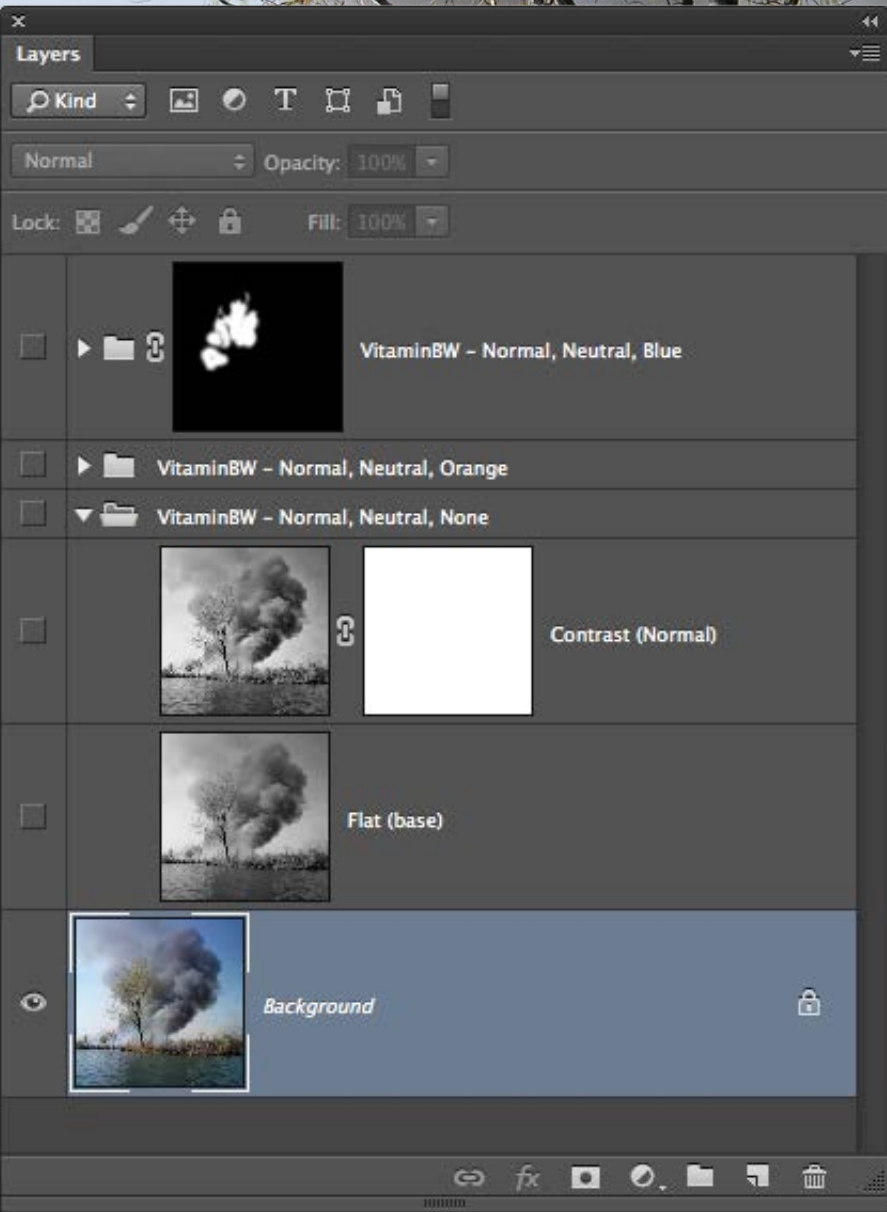
Exporting your colour files don't push contrast, clarity and USM. VitaminBW will manage all this parameters. VitaminBW will do it better.

Original

Layers

Kind

Normal   Opacity: 100%

Lock: Fill: 100%

VitaminBW – Normal, Neutral, Blue

VitaminBW – Normal, Neutral, Orange

VitaminBW – Normal, Neutral, None

Contrast (Normal)

Flat (base)

Background
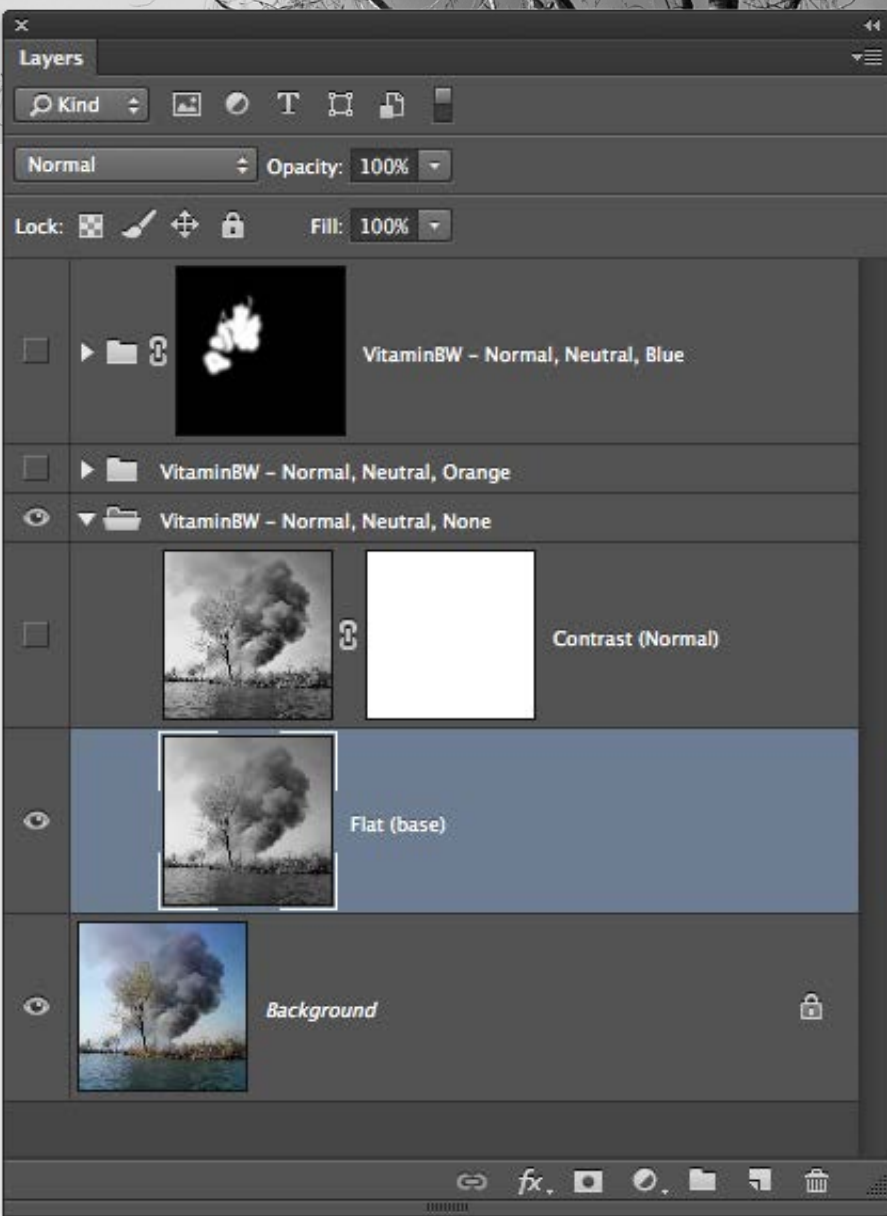
The Flat layer is the basic conversion included in any group. Part of it may be recovered to correct unwanted halos or to reduce the strength of the Vitamin Version.

**Flat B&W layer
Not Vitaminised, No filter**
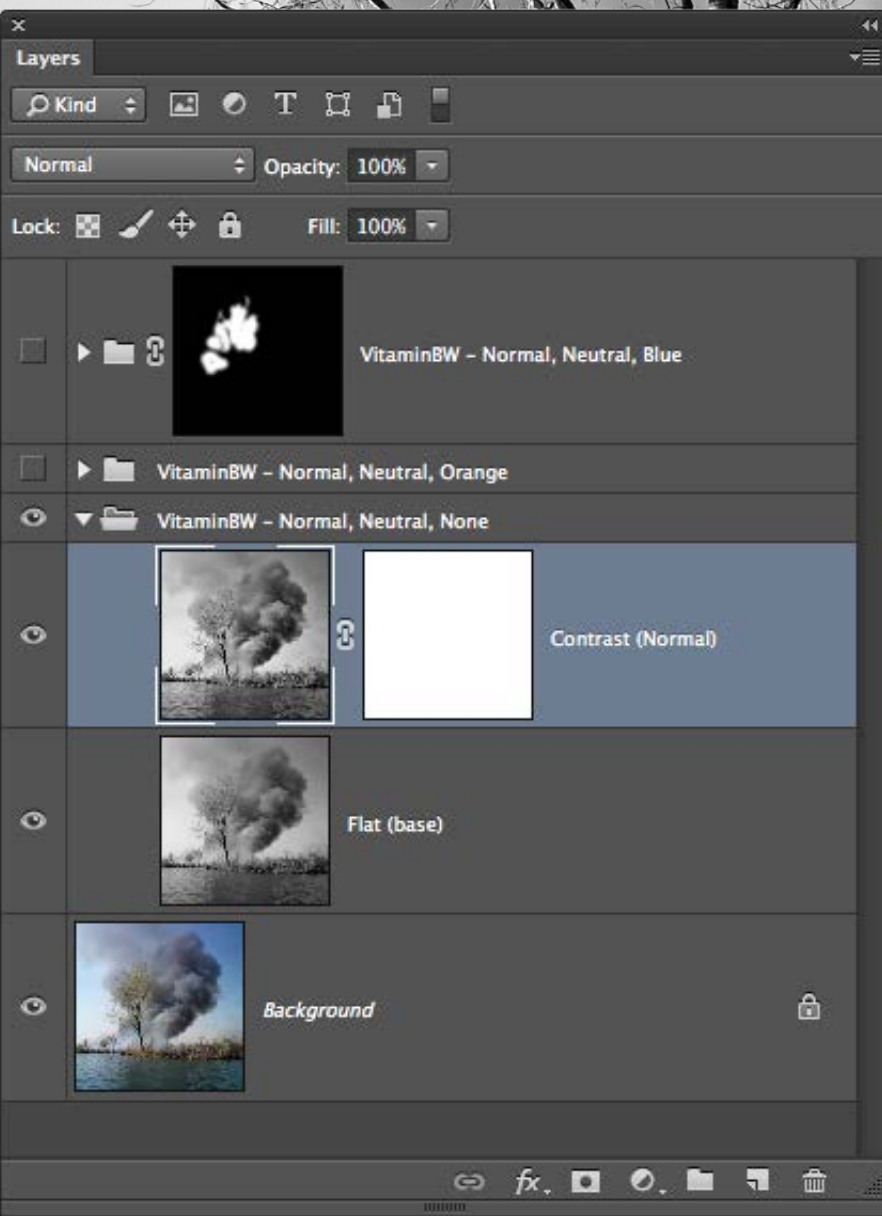
This is the basic VitaminBW
conversion how it comes by
default. This is often very good.
In this case it's excellent, except
foliage that is a bit
confused with the sky.

**Default conversion
No Filter**
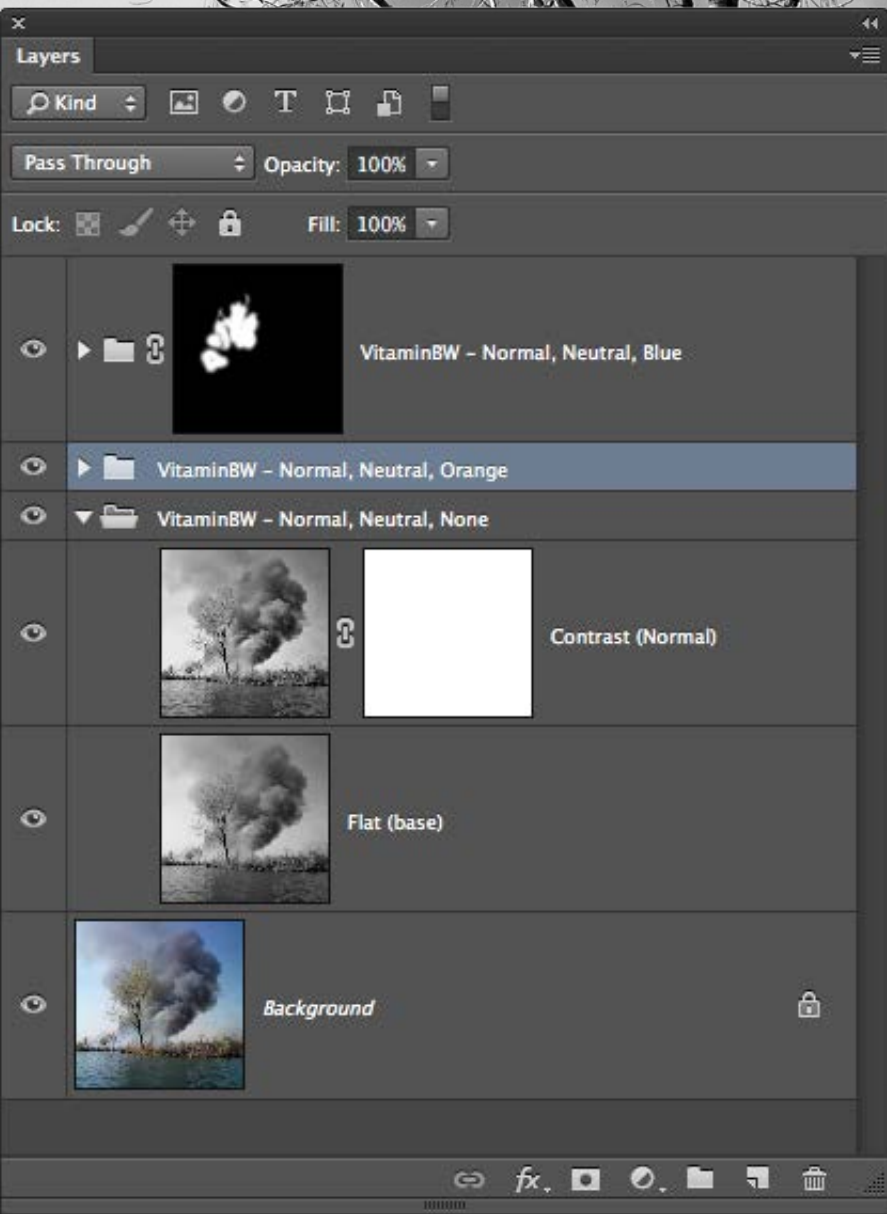
Orange in general is not a Wow version. But it is smooth, with rich tones. Useful to sandwich part of the image. It's almost opponent to the Blue. It enhances blu skies with clouds.

**Default Conversion
Orange**
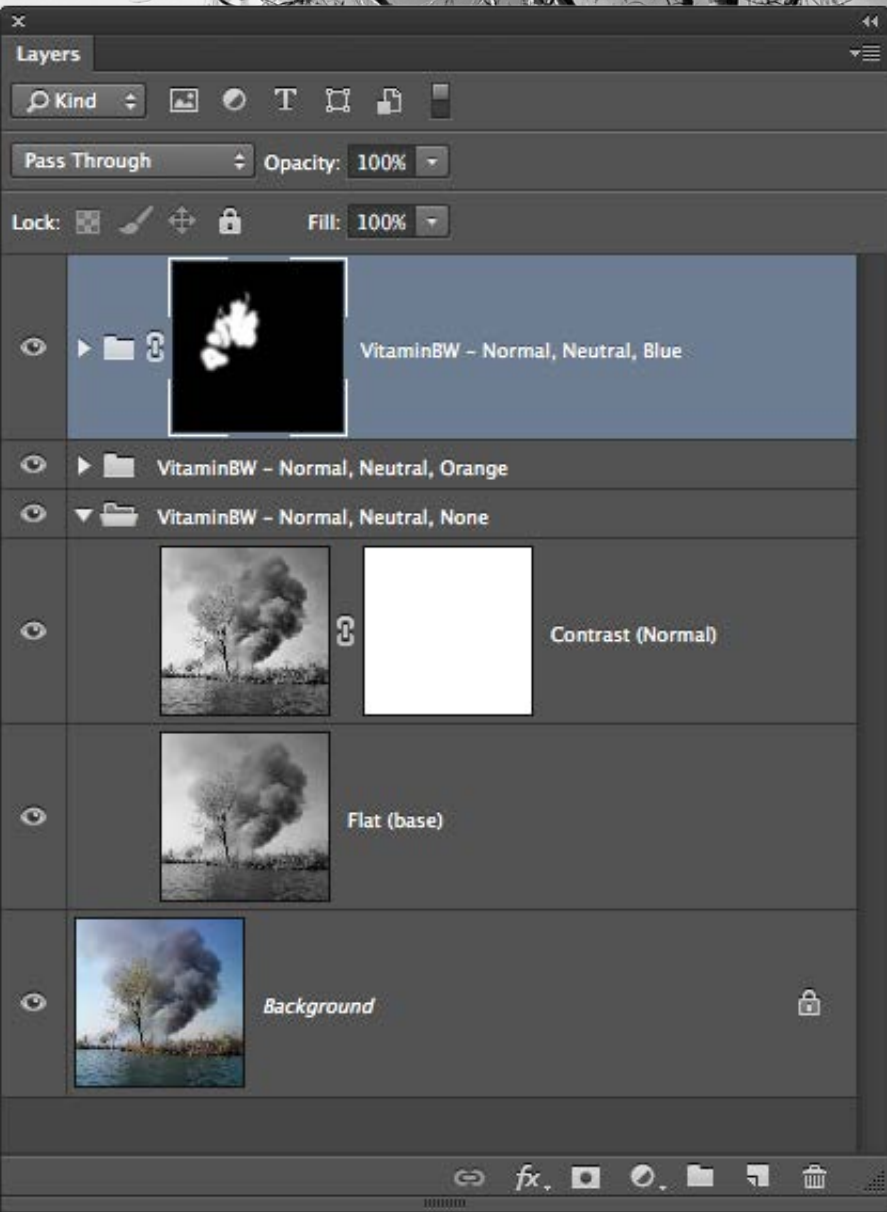
Even if the Blue seems often the Wow version, it's usually used to improve parts of the image. Here the tonal separation between the foliage and the sky is fantastic.

Default Conversion Blue
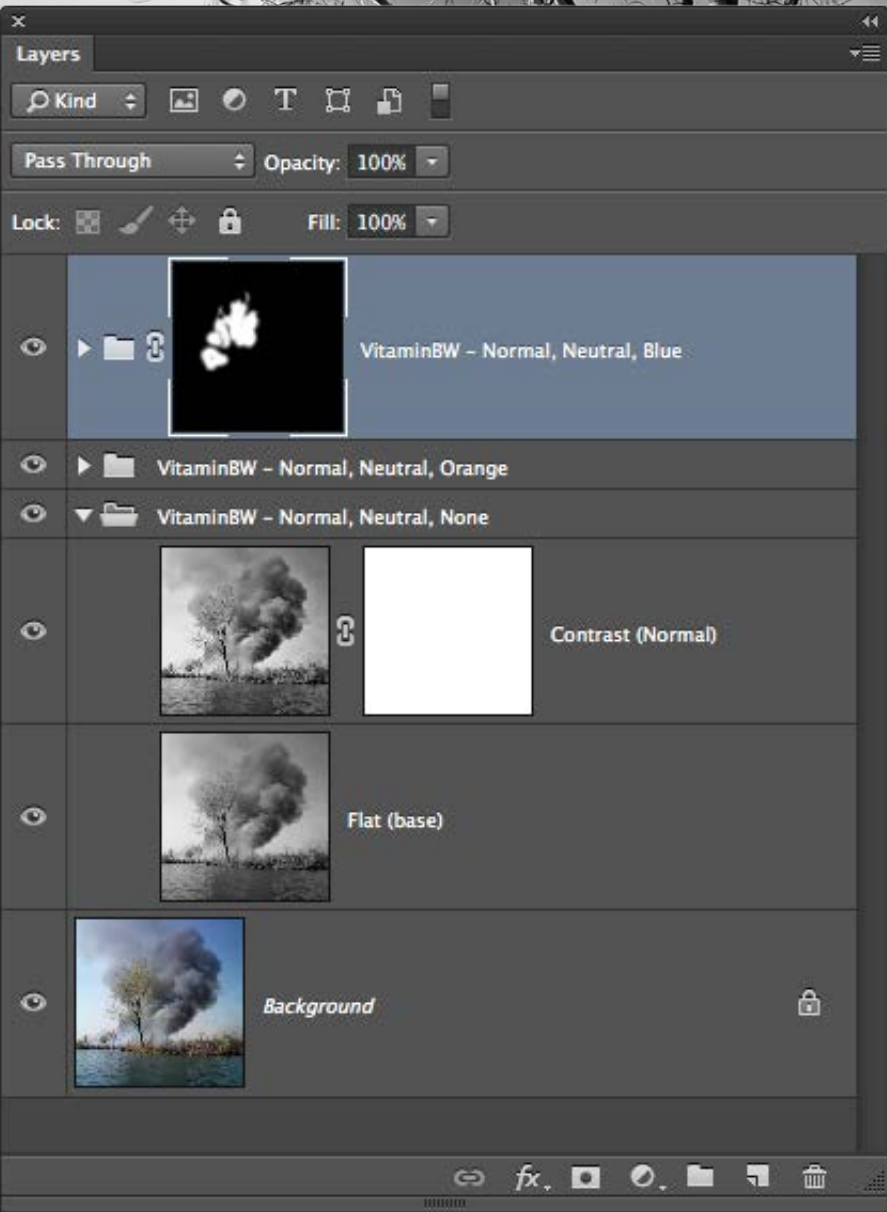
As you see in the palette we used mostly the No Filter version, except the areas of the Blue revealed in white in the black mask.

Final Version Sandwich between No Filter and Blue

Before

No Filter
Default settings

After

**Final versions
Sandwitch between
No Filter and Blue**

12. Case History - L'Aquila. Church after the Earthquake

Now we are going to use a tint option. In this case Mixed, to give a proper mood and a personal look to this image of an Art Masterpiece devasted by the eartquake. We will see how to analyze the versions of Triple Tone, colorize them and, like a final touch up, add a white mask on the Blue/Mixed group with a gradient of 50% gray.

Normal   Opacity: 100%

Lock: Fill: 100%

VitaminBW – Boost, Mixed, Orange

VitaminBW – Boost, Mixed, Blue

VitaminBW – Boost, Mixed, None

tint (Mixed)

Conversion (Boost)

Flat (base)

Background
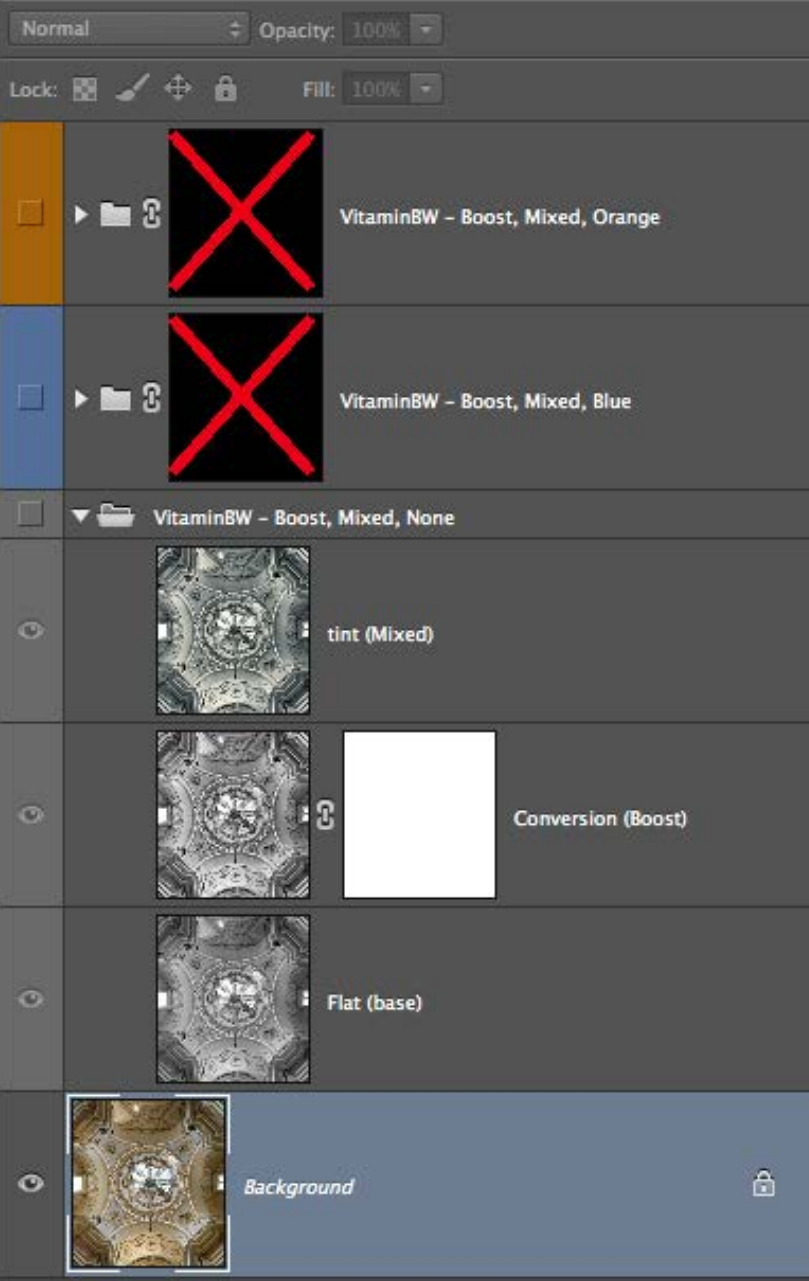
When you export your colour
files don't push contrast, clarity
and USM. VitaminBW will
manage all this parameters.
VitaminBW will do it better

Original

Layers panel:

Normal | Opacity: 100%

Lock: | Fill: 100%

- VitaminBW – Boost, Mixed, Orange
- VitaminBW – Boost, Mixed, Blue
- ▼ VitaminBW – Boost, Mixed, None
  - tint (Mixed)
  - Conversion (Boost)
  - Flat (base)
- Background
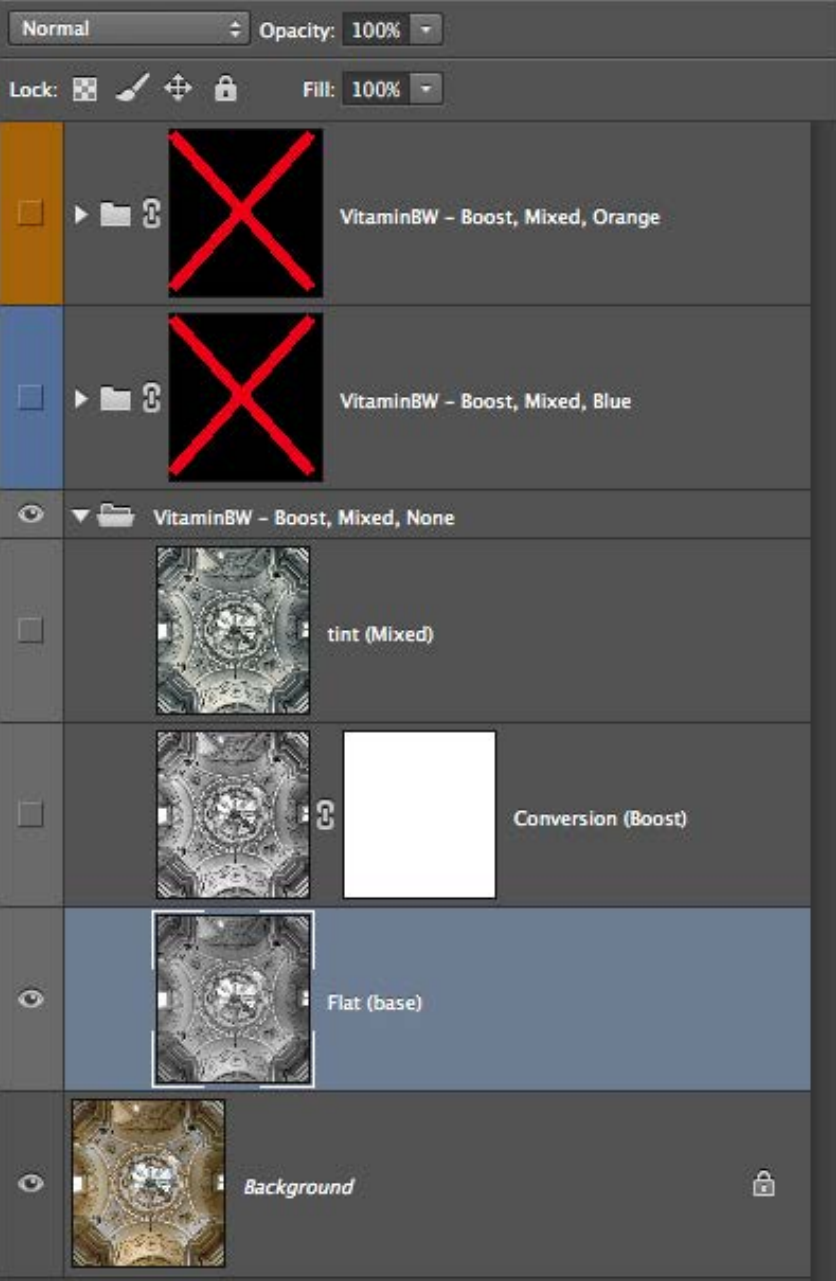
The Flat layer is the basic conversion included in any group. Part of it may be recovered to correct unwanted halos or to reduce the strength of the Vitamin version.

**Flat B&W layer
Not Vitaminised, No filter**
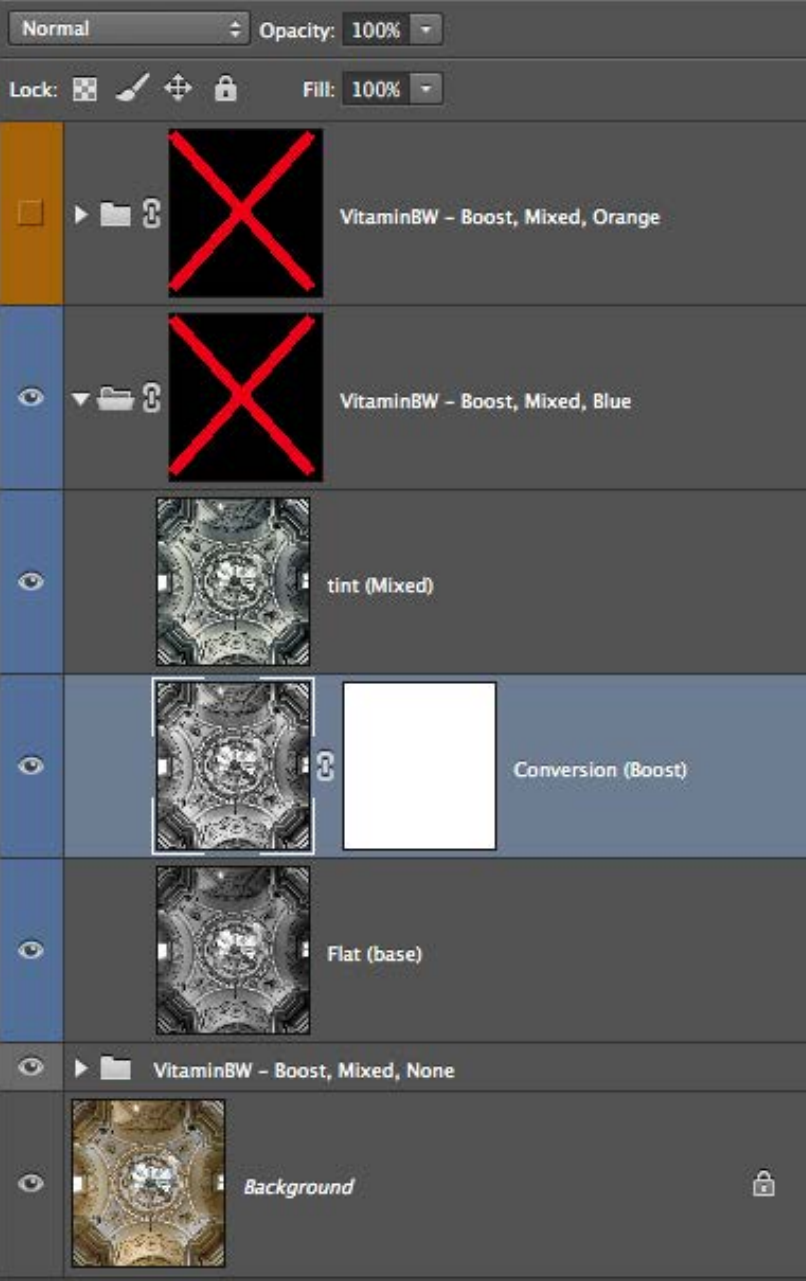
**This original is bichromatic, mostly yellow and white .
Even if we used the Boost conversion we do need a bit of extra punch.**

**Boost Conversion
No Filter
Neutral Tint**

Normal   Opacity: 100%

Lock: Fill: 100%

VitaminBW – Boost, Mixed, Orange

VitaminBW – Boost, Mixed, Blue

tint (Mixed)

Conversion (Boost)

Flat (base)

VitaminBW – Boost, Mixed, None

Background

Color | Opacity: 50%

Lock: | Fill: 100%

VitaminBW – Boost, Mixed, Orange

VitaminBW – Boost, Mixed, Blue

VitaminBW – Boost, Mixed, None

tint (Mixed)

Conversion (Boost)

Flat (base)

Background

Because of the peculiarities of the subject we wanted to improve the mood and the personality of the image, so we used the Mixed version. It is a bit smoother than the Neutral.

Boost, No Filter
Mixed Tint

Color | Opacity: 50%

Lock: | Fill: 100%

VitaminBW – Boost, Mixed, Orange

VitaminBW – Boost, Mixed, Blue

tint (Mixed)

Conversion (Boost)

Flat (base)

VitaminBW – Boost, Mixed, None

Background

This is a good step forward. Look for example the detail in the box. What we dislike is that the upper right part is a bit dark and confused.

**Boost, Blue Filter
Mixed tint**

Pass Through | Opacity: 100%

Lock: | Fill: 100%

VitaminBW – Boost, Mixed, Orange

VitaminBW – Boost, Mixed, Blue

tint (Mixed)

Conversion (Boost)

Flat (base)

VitaminBW – Boost, Mixed, None

Background
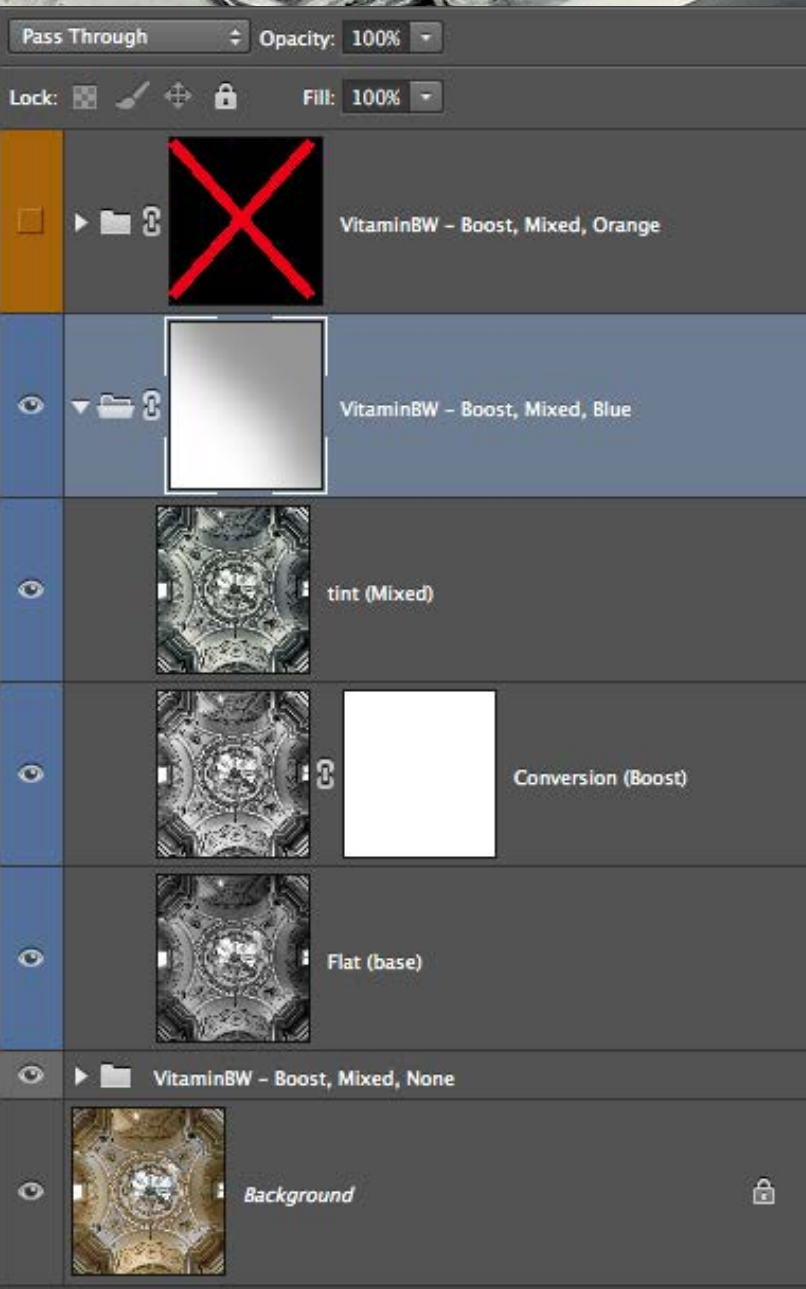
In order to reduce the contrast of the top right we add a white mask to the Blue group and add 50% grey gradient. Now the image is very pleasant, personal and well balanced.

**Final. Mixed Tint
A Mix of No Filter and Blue**

Color | Opacity: 50%

Lock: | Fill: 100%

VitaminBW – Boost, Mixed, Orange

tint (Mixed)

Conversion (Boost)

Flat (base)

VitaminBW – Boost, Mixed, Blue

VitaminBW – Boost, Mixed, None

Background
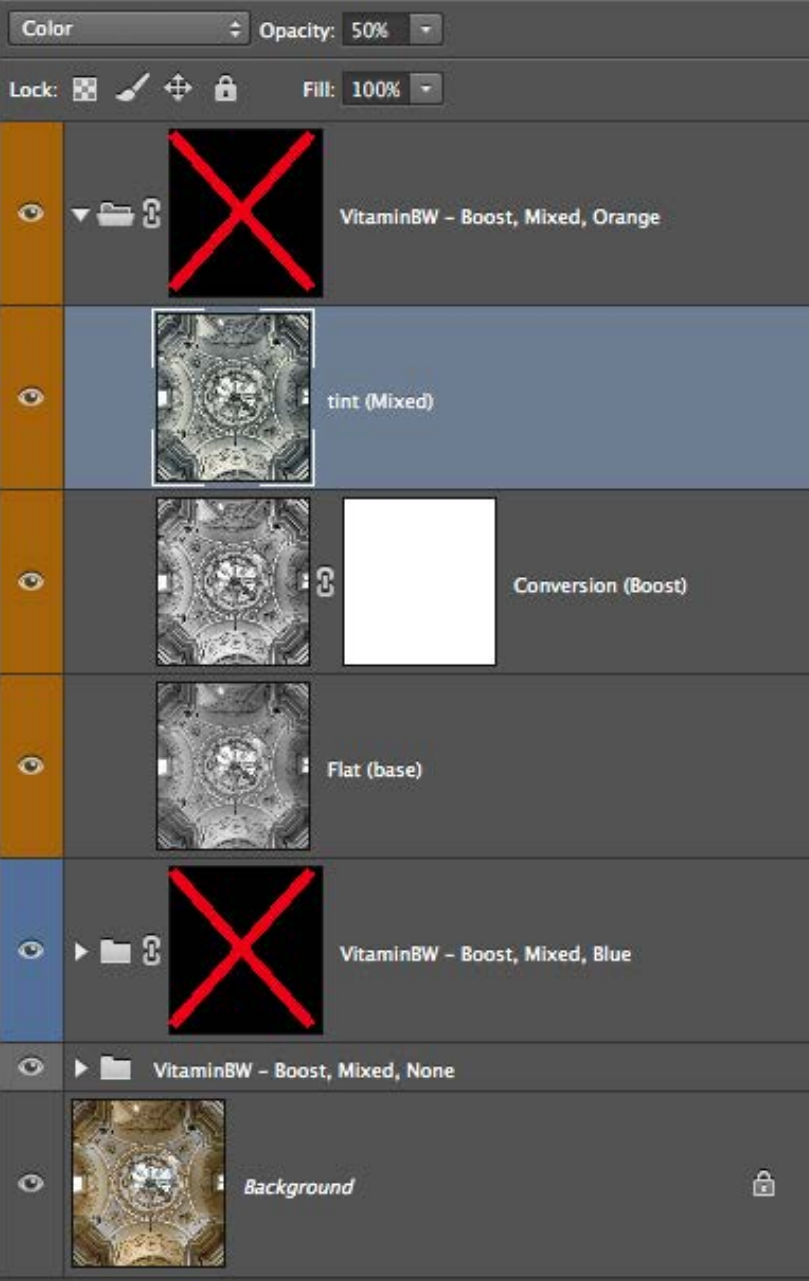
To complete this case let's inspect the Orange version. As told, except sky, Orange often is not a Wow version. However it has a rich tonality. Here i.e. the corners are very nice.

**Boost, Orange Filter
Mixed tint**

Before

**Conversion: Boost
No Filter
Tint: Mixed**
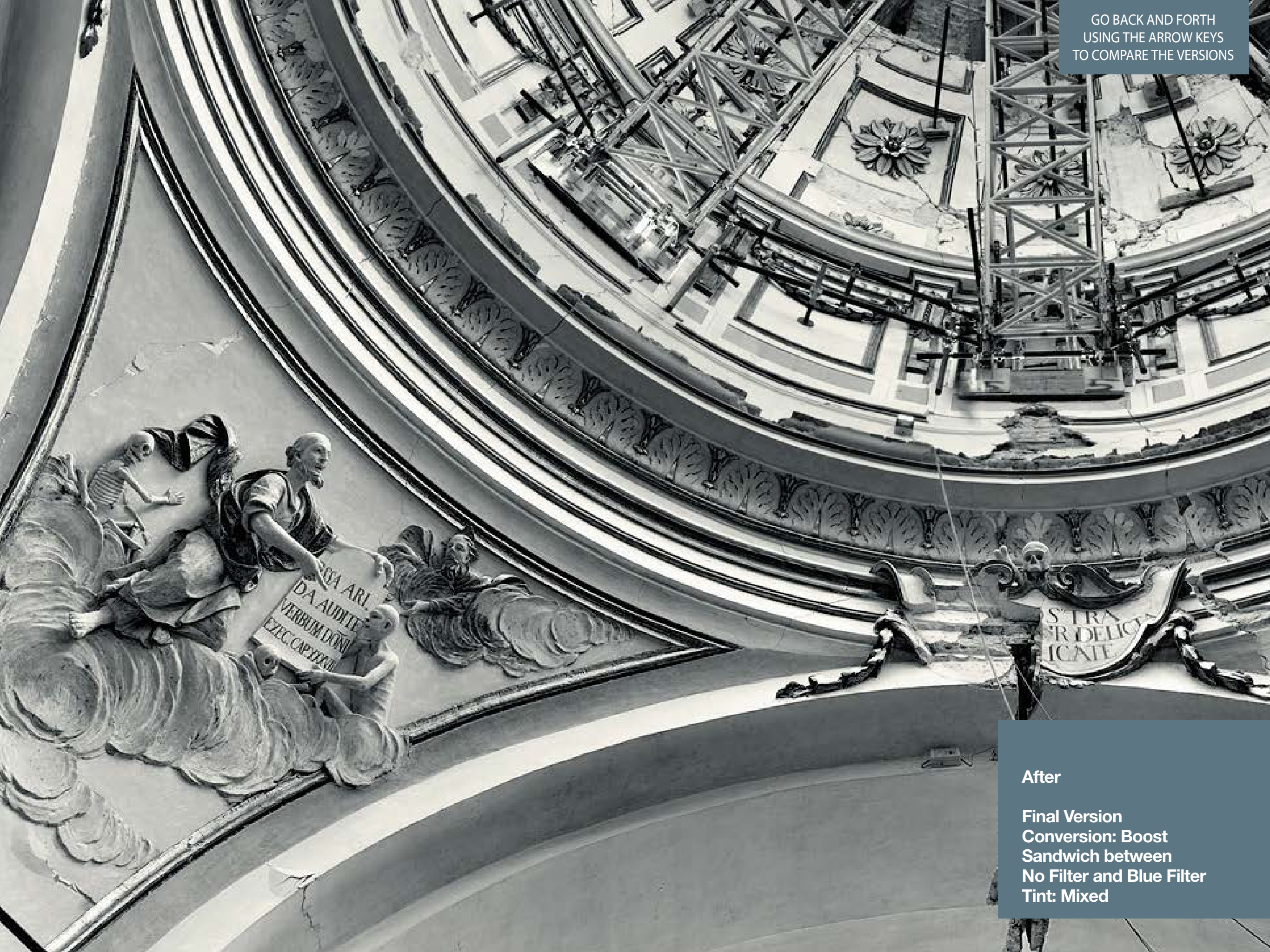
After

Final Version
Conversion: Boost
Sandwich between
No Filter and Blue Filter
Tint: Mixed

13. FAQ
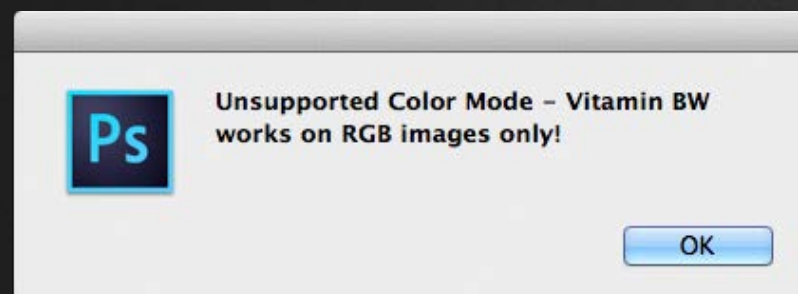
Unsupported Color Mode

VitaminBW works on RGB images only.
Convert your file to RBG or save a copy and the covert in in RGB.

General Photoshop Error

It seems that this file has an embedded profile that *is not* installed in your system.
Part of the routine needs the file to be switched to Lab (so it Photoshop converts to Lab).
and then converted back to the RGB profile embedded within the file. In order to do it
this profile must be installed in your system.
Convert you file to an RGB profile installed in your system or assign a profile.
If you need to keep the original file make a copy.

For any question about purchasing, installing and trouble shooting

please visit our dedicated FAQ page at the following address:

http://www.knowhowtransfer.com/vitaminbw/faq

14. Sample Files Download

Fire in Mincio valley
*The zipped files contains all the version
described in the Case History
Subject: Triple tone
© Roberto Bigano 2005
download 160MB >*

Ropeway on the Alps
*The zipped files contains
No Filter, Red with Standard and Boost Conversion.
© Roberto Bigano 2000
Analogic file from transparency
download 160MB >*

*Tip: The Red Filter is often outstanding, but please handle it with care;
especially in the blue areas it may generate a lot of noise; se the top right sky,
Moderate the USM effect in the original.
Notice the anti-haze effect on the mountains.*

15. An "Industrial Nomad". Portfolio by Elio Marchi

Starting from this publication we will publish here and on the upcoming knowhowtrasfer.com site some works of our customers.

This is the turn of Elio Marchi. He's not a Pro but his work is very remarkable.
We personally knew him recently and we were pleased by his Tuscan Wit and by his Black&White Photography.
Because of his job he travels worldwide, always careful to catch the best around himself.
So we thought that he could be the best testimonial for VitaminBW, even if most of this pictures were post-processed with ALCE and only very recently he switched to VitaminBW.
The best thing now is to let him present himself:

I live in Capannori, Lucca, Tuscany.
Photography came into my life a few years ago as a form of "active therapy" against the stress of my job.
In the last twenty years I've been working as an "industry rambler" travelling all over the world and consequently being away from home for weeks.
I do need to document anything interesting happening around me. I travel a lot but only now, thanks to Photography, I realised that before I "watched", now I "see"
and understand. Transfer these thrills in a shot is not easy, especially for those, like me, who are self taught in photography.I feel I don't have a proper photographic culture…
I try. I shoot with a Sony RX1. Previously I owned a Nikon D800 with a lot of heavy stuff. I sold away everything. Now I'm lightweight and happy.
I'm allergic to photoshock (it's not a print mistake) that I use as less as possible.
I'm lucky. Lucky to live in Lucca, lucky to have a good job for a good company, lucky because my wife, despite of my job, stands by me,lucky because I meet a lot of interesting people. …sorry! I'm not a good story teller.
Enjoy my portfolio!

Elio Marchi

http://www.flickr.com/photos/eliomarchi
elio.marchi70@gmail.com

Above The Rooftops of Jerusalem, Israel - October 2013 - Sony RX1 35mm, ISO100, 1/800/f8

Esperando Pedro - Guadalajara, Mexico - May 2013 - Sony RX1, ISO320 1/80 f4

Quo Vadis? - Shanghai, China - August 2012- NikonD800, 35mm, ISO125, 1/160 f8

Mejor Juntos - Medellin, Colombia - Sony RX1, ISO100 1/250 f7,1

Istanbul Rain - Istanbul,Turkey - February 2012 - Nikon D700, 50mm, ISO800 1/125 f8

Controindicazioni - Manchester, Uk - September 2013 - Sony RX1, ISO6400 1/100 f2

Keep Clear - Manchester, Uk - September 2013 - Sony RX1, ISO5000, 1/125 f2

Manipulacion - Mexico City, Mexico - May 2013 - Sony RX1, ISO100, 1/125 f5,6

Into their hands - Florence, Italy - January 2013 - SonyRX1, ISO 640, 1/250 f8

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Yes Man - Germany - February 2013 - Sony RX1, ISO640, 1/160 f5,6

Chevrolet - Saltillo, Mexico - January 2012 - Nikon D700 Zoom 24-70 at 70mm, ISO200 1/60 f22

Chinese Stairs - Shanghai, China - August 2012 - Nikon D800, 35mm, ISO100 1/800 f6,3

Priscilla - Penang, Malaysia - April 2013 - Sony RX1, ISO6400, 1/125 f2

16. Links and Credits

VitaminBW © knowhowtransfer/bigano.srl/Davide Barranca
VitaminBW is developed by Davide Barranca
This manual is designed by Marco Diodato

VitaminBW Page >
Buy Vitamin here >
Store Home Page >
Products KHT Home Page >
bigano.com >

Images credits: Cover image ©depositphotos.com/Subbotina - other images: Roberto Bigano

17. A brief presentation of our Apps for Photoshop.

Wow! Tonal Equalizer - Frequency Separtion 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 >*

Wow! Tonal 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 1920×1920 px.
PS CC 2015, CC2014, CC - MAC & WIN.   *Buy €13>*

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 €15 >*

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 >*

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>*

The Wow! Range. Classic, Social and Video Edition

Wow! is an exclusive Photoshop extension that improves your images with a exclusive 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. **Now Available in Classic, Social and Video Edition.**

Wow! Social Edition
For Photoshop

- **A Small Jewel For Web Sized Image**

- 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 1920×1920 px**

READ MORE

BUY €13

Wow! Classic Edition
For Photoshop

- **The Classic Version for Photoshop**

- Our premium Frequency Separation Plugin with presets optimized for medium and high sized files.You can work in live preview or classic mode (set values and apply).

READ MORE

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Wow! Video Edition
For After Effects and Premiere Pro

- **The Video Version**

- Works with the same powerful engine than Wow! Classic. Same ease of use and tuning effect. Generates an instant video preview and the export process his very fast.
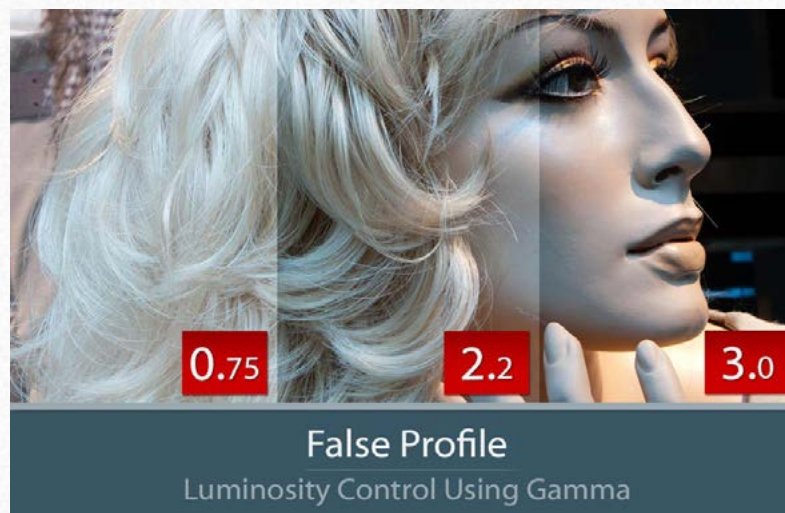
READ MORE

BUY €32

Freeware

Premium Raw Scan Service

Floating Adjustments
Restore the Old CS3 Style Floating Window

False Profile
Luminosity Control Using Gamma

Hasselblad 3F 16bit Raw Scan
The Best Service on the Market. For your Analog Workflow

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.
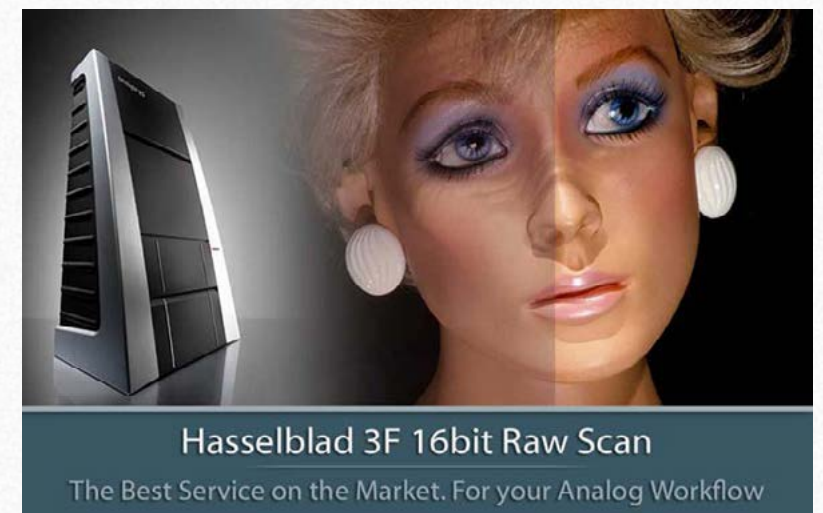PS cc 2015, CC2014, CC , CS6   - MAC & WIN.   *Get Free >*

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 >*

Hasselblad 3F 16bit Raw Scan Service

3F is a raw file obtained froma an analog original. We will scan your film with the Hasselblad hi-end scanners. Send us you 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.>*

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