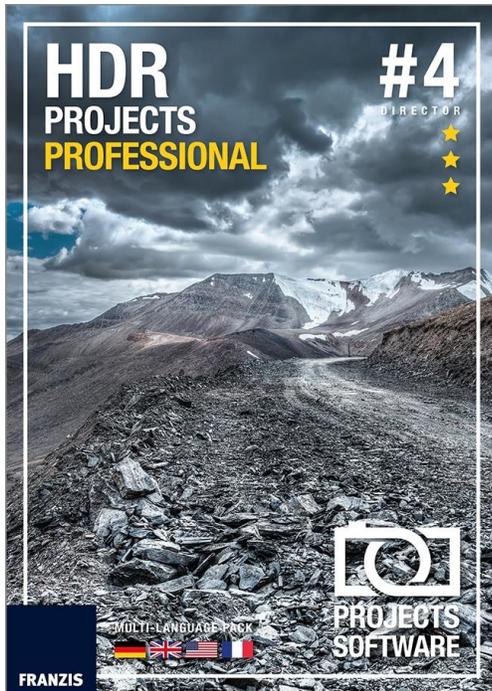


## **HDR photo software projects 4 for ultra-realistic image images and Photo Art New HDR-processing technologies for more freedom in high contrast photography**



Franzis presents the HDR photography with the new HDR Projects 4 as a new milestone in the field of digital image processing for the next generation of its German photo software development for industrial, commercial, professional and amateur photographers.

From what is known out of the advertising and industrial photography, the HDR photography is currently the only way to produce the entire scope of light in the image visually fascinating and emotionally moving pictures in the highest quality. Even advanced camera technology is technologically not in a position to do so; it has the necessary full light information for only one picture. The compressed and limited scopes of light generated photographs offer often only a poor overall impression in the image quality.

With the latest HDR-technology (Ultra HDR) and specially developed HDR-procedures of the HDR-fusion of exposure, HDR projects 4 turns to this problem with the software-based image post-processing in balance.

The software allows photographers full editing freedom, all crucial and important light information for the image to identify themselves down to the last detail, without needing to change the original information. Halos, transfer selected spots of light, blurred color transitions and shadows are thus avoided and in their original structure, are visible again in the way that looks to the human eye.

**With the new HDR projects 4, photographers of all levels get a tool to make complete free space, time-saving and error-free ultra-realistic photos to artistic image interpretations of any photo to create categories.**

HDR projects 4 is for the high-end HDR photography in the professional version now for 198,00€, for enthusiasts and Artist in the standard version for 99,00€ and for beginners in the element version for 49,00€ as ESD version (download) at [www.projects-software.com](http://www.projects-software.com) and available in Germany as boxed version in the specialized trade. Optimized for the operating systems MAC OS - 64-bit and Windows - 32-bit and 64-bit and including Lightroom 6-LR LR (CC) Plug-in to Photoshop from CS 6 plug-in and Photoshop Elements from 11 as an add-on.

### **HDR projects 4 for the professional and hobby photography of all claims**

HDR projects 4 offers photographers unschiedlichster performance stages a clear user interface and streamlined workflow for a time-saving HDR-Image processing with high-quality image results. It comes for PC and Mac as a stand-alone version or feature expandable plug-in in Lightroom, Photoshop and Photoshop Elements Add-on.

### **UltraHDR - new HDR-procedure the reality in the picture with maximum details**

With the newly developed HDR-technology (ultraHDR) can so far critical light areas of the image, glare (GLOW) as in landscape, backlight shots or extreme light effects, so far without any visible details or blurred color transitions were shown, are now visible with maximum drawing must be worked out. Calculated UltraHDR with a precise 64-bit accuracy new stepped light information in up to 30 between images per photo an exposure range without any noticeable loss of performance. It's pecially designed with algorithms for motives for day and mixed light, night, landscape and interior shots, blue hour and architecture.

### **Selective area processing with intelligent edge detection**

An additional highlight for the exact image post-processing is the new, user-friendly selective drawing tool with high-precision edge detection. The smallest image areas can also without experience in the mask processing pixel per brush can be selected. Only the defined areas can be dim, brighten, in color and detail, strengthen and reduce re-sharpening. Not only to the overall impression of the image to improve or individual elements in the image more emphasis, it's also suitable for new creative Picture impressions.

### **HDR images without annoying ghosting or blurry picture motifs**

Ghost images, moving elements such as human beings, animals or vehicles or in the wind moving trees or grasses in exposure items required a lot of effort of the image after processing. The new automatic ghost image correction with custom algorithms for landscape and architecture, living beings and sport photographs analyzed and corrected high precision even when loading the exposure bracketing smallest movement shifts and delivers exactly matched HDR images without blurred images in the final image.

### **A clearer and more time-saving workflow with a gallery and the browser views**

A much better overview and especially time-saving offer the newly integrateden interactive gallery and bowser views for the preset categories, HDR-algorithms, optimization variants and layer blend modes. Without a long search opens the History browser, however all previously edited projects as an image preview for further processing can be opened by double-clicking.

Calculated in real time the interactive browser preview images with all available setting variants/ algorithms for the HDR-Image and presents these clearly structured and zoomed in full screen view. Depending on the image has the photographer a rapid and direct comparison which setting/algorithm the best results for the selected image.

As on a light table creates the new gallery view an overview of all preset settings in full screen for the selected image. The created external HTML file can be in any internet browser open and forward via email.

#### **HDR projects 4 - Extracts from the news and features at a glance**

- New plug-in for Lightroom (all versions of LR 3 to LR CC)
- ultraHDR - new HDR-technology for the merger of the exposure range images
- selective character tool for seven effects with intelligent automatic edge detection.
- Algorithms Browser for an interactive graphical selection of HDR-algorithms, optimization variants and layer blend modes
- Browser history for all processed exposure items and projects
- Point of Interest: The selected effects will only be available for a specifically definable area - the expected effects are in full resolution for this Image pane.
- Time saving during the processing of very large high resolution photos.
- Completely newly developed tone mapping category "color fidelity" for a very natural color reproduction in the tonal compression.
- New Preset categories for color fidelity and lights
- 45 different layer blend modes for each post-processing-effect.
- nine new effects and high-end tools for new creative possibilities of "white noise" via "mirroring" to "Aura".
- 134 new and optimized presets with gallery function
- RAW-module: enlargement to white & black correction, additional high-quality entrance extraction methods and new camera RAW-models
- Cut picture with 71 format templates and new auxiliary tools such as the golden spiral, the golden section and the rule of thirds using auxiliary lines.
- Optimization of the HDR-engine and post-processing engine.

A feature comparison of the performance custom HDR projects 4 versions, as well as more detailed information of the software are available at <http://www.projects-software.com>

#### **FRANZIS® – The Brand for Professionals**

*FRANZIS® Book and Software Publishers belongs to one of the oldest and most successful technical specialist publishers in Germany.*

*The company was founded in 1920 by Franz'schen Printers, which had existed in the center of Munich since 1828.*

*The company began with magazines that accompanied the development of radio and broadcasting, and first embarked on publishing books in the 30s.*

*After re-establishing itself as a specialised book and magazine publisher in 1948, FRANZIS made its name as the earliest medium for radio, broadcasting and television with its "Professional Radio Book", which contained 331 volumes in 1992. FRANZIS was adopted by WEKA Media Group in 1991 and merged with earlier computer*

magazines like PC Magazine and Market & Technology. Today the publisher is located in Haar near Munich, Germany.

### **FRANZIS® Products**

*FRANZIS' product portfolio is much more than literature on experimenting, photography and programming! The company offers a whole range of material, corresponding to the market's ever changing demands. Besides its three primary fields, FRANZIS supplies special software for beginners, enthusiasts and professionals, which provides customers with individualised versions of literature available in a particular domain. On top of the extensive published material, FRANZIS stands out with its numerous online projects.*

### **For Hobbyists and Pros**

*Whether you are a photographer, a technical engineer, a programmer or just exploring, FRANZIS offers perfect, quick, simple and competent solutions for all hobbyists and pros, with books, software, construction kits and webinars. With almost 100 available study packages, experiment boxes and construction kits, FRANZIS wants to make new technology accessible, impart basic and expert knowledge as well as excite young and old about technology. FRANZIS' developments in the realm of photography have been competitive since the beginning of photo software in 2004, and have impressed professional photographers and photography magazines alike. The regular webinars (live online workshops), which are also available afterwards as video tutorials, offer the interested users valuable knowledge on a particular topic.*

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