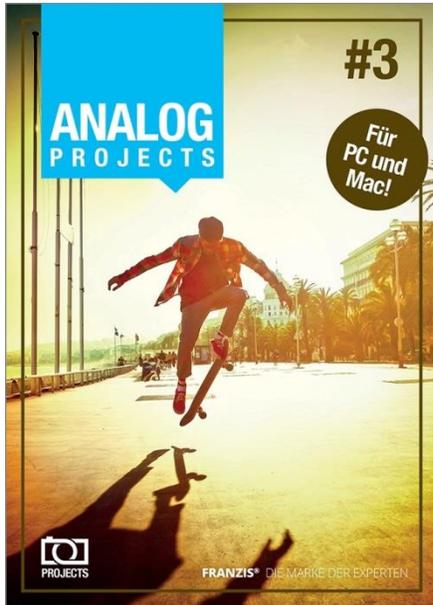# New: Franzis ANALOG projects 3 - Photo Software for refining of images in the vintage retro-style
accents with motifs in the photo style of the legendary and trendy 70/80's

FRANZIS sets a new complete package for finishing of digital photos in retro vintage look with ANALOG projects 3. New tools and features provide a full range of editing, images to shape them in trendy retro style with elements such as from the analog Lomography, Instamatic, Instagram, wet plates or 70/80's photo technique. Away from modern error-free digital images, the retro look is well known with its countless design variants for an eye-catching motives photo style that can only be done by software applications.

Portraits, travel and landscape, action, persons or situation recordings in unmistakable style variations developed/printed in large format bring life in every living environment and office. They inspire you as a memory photo book, special invitations or greeting cards, as emotional generation picture wall or your own photo galleries on the social network or internet portals.

ANALOG projects 3 - Complete Package for retro, vintage and new photo styles
The workflow is adjusted for young and experienced photographers and photo editors at each experience level. Previous knowledge in levels and filter processing will not be taught.

It has expanded to include four new photo style categories with additional 49 presets (customizable templates) that simulate all including classic retro vintage looks, rough paper door doors of old newspapers or a style of the 60s/70s of the legendary cameras Kodak Instamatic and Agfamatic.

The 29 newly developed filters and effects give users even more game room, motives specifically with elements from the analogue camera and technology development such as exposure error, light, solarization, structure paper, Halftone dithering, shading, photo style Holga Lens or photographic style lomography to individualize and develop your own style variations.
The newly implemented functional and editing tools such as the entire RAW development, the luminance blending color module (X), shade tool and 72 Photo Film emulations of former leading negative film manufacturers such as Agfa, Fuji or Kodak, extend the processing room for each of their pictures to ones that want to shape them according to their own ideas.

ANALOG projects 3 is available now for 69,00€ as ESD version (download) on www.projects-software.com and available as a German boxed version in the specialized trade. Optimized for the operating systems MAC OS X 10.7 64-bit and Windows - 32-bit and 64-bit and including Photoshop CS6 CC2014/CC/Plug-in and HP element 11/12/13 as an add-on.

ANALOG projects 3 - New Features for unique images in the style of the analog photographic technology

Four new categories (10), lomography, vintage, plastic line and old newspapers with 49 (102) new Preset/preferences show in real time directly after loading the images the template preview. This saves processing time and provides additional ideas and inspiration for other motive designs. All settings can be selectively further customized down to the last detail in the image.

User, motives specifically with selected effects and filters work, get in expert mode for more 22 Additional filter (59 in total) for analog looks like a polarizing filter, Bokeh, Aura, warp, exposure errors, light, Solarization, color channel gradation, structure paper, Halftone dithering, shading, weighted black and white point, photo style Holga Lens, photo style lomo or exposure error.

In addition to the new Smart Colorspace Adaption (SCA) is a complete integrated development of raw data for the elementary improvement in the dynamic color saturation and accuracy of the primary colors with a much finer gradation.

To display all the image information with high quality of the image it was important to ensure that projects for all RAW formats the new RAW converter is integrated with memory camera profiles and individual development settings.

The project timeline is a helpful and convenient for the selection of the suitable looks for a motif. All intermediate solutions can be used in a project to save, compare and opened again at any time. In that way, different looks allow for an image or create one after the other without replacing long print processing.

Highlights of the new analog projects 3

- Intuitive and clear working surface with direct access to all settings and tools designed for beginners, enthusiasts and professionals at the same time
- 102 filter presets/templates –are set in the style of the analogue film: lomography, roll film, wet plates, vintage, plastic lens, old newspaper, polarization, pocket camera, camera obscura and freestyle for new picture impressions on mouse click
- 59 Filter from the professional photography : like motif tint, double-imagesetter, sepia tones, structures, dust, smudges and lights, film grain, Vignette forms, correction of lens, edge light distribution, soft details, soft contrast, Gaussian blur, color palette, gradient, polarizing filter, Aura, warp, exposure errors, light, Solarization, color channel gradation, structure paper, Halftone dithering, shading, geowgener black and white point, photo style Holga Lens, photo style lomography or different historical film frame and masks etc. for the individual image processing.
- Full control by configurable comparison view and partial focus view of original to the result
- Smart Color Space Adaptation (SCA) Color space calculation for the finest color details
- RAW development RAW data development - integrated development of all RAW formats with Storage Removable camera profile

- Undo function with time line view and storable intermediate results for different filters and effects of an image
- included Plug-in for Photoshop® CC2014/CS6/CC and PS Elements® 11/12/13 as an add-on
- for Mac OS X 10.7 and Windows 8.1/8/7/Vista/XP
- work in real-time : optimal hardware utilization through video accelerator card and multi-core support of up to 32 processor cores.

Price and Availability

ANALOG projects is available immediately for 69,00€ as ESD version (download) on www.franzis.de and as a German boxed multilingual version (German, English, French) that is available now in the specialized trade. The software is optimized for the operating systems MAC OS - 64-bit and Windows - 32-bit and 64-bit and including plug-in for Photoshop® CC2014/CS6/CC and PS Elements® 11/12/13 as an add-on

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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