

# **20/20 Color MD**<sup>\*\*</sup>



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# **User Guide**







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20/20 Color MD is protected by a U.S. Patent Pending. Written and designed by PhotoTune Software.

## **Windows Installation**

1.) Double-click on Installer.exe to run the setup program. If the installer can't find Photoshop, use the Choose button to locate Photoshop's Plug-ins folder. It is normally located in c:\Program Files\Adobe\Photoshop\Plug-Ins.

2.) Next time you use Photoshop, 20/20 Color MD will appear as a new menu item under Photoshop's Filter menu. Look for PhotoTune 20/20 Color MD.



#### SYSTEM REQUIREMENTS

20/20 Color MD is a Photoshop plug-in, compatible with:

Photoshop 7 and CS, Photoshop Elements 2, Jasc PaintShop Pro, and Corel PhotoPaint.

Windows 98 to XP.

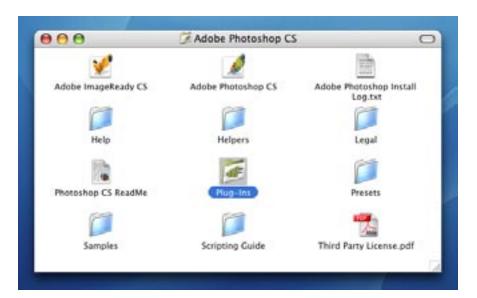
Minimum screen resolution of 800x600

24 bit RGB images. File types include Tiff, JPEG, Photoshop, BMP, and PICT.

# **Macintosh OSX Installation**

1.) Move or copy 20/20 Color MD into Photoshop's Plug-ins folder located in the Applications Folder on your hard drive.

2.) Next time you use Photoshop, 20/20 Color MD will appear as a new menu item under Photoshop's Filter menu. Look for PhotoTune 20/20 Color MD.



#### SYSTEM REQUIREMENTS

20/20 Color MD is a Photoshop plug-in, compatible with:

Photoshop 7 and CS, or Photoshop Elements 2.

Mac OSX 10.2+.

Minimum screen resolution of 800x600

24 bit RGB images. File types include Tiff, JPEG, Photoshop, BMP, and PICT.

#### SERIAL NUMBER

When you start 20/20 Color MD, a dialog box will appear giving you an opportunity to enter your serial number by clicking the Register button. Until a serial number is entered, 20/20 Color MD will be restricted to demo mode, which provides 20 sessions before timing out.



# Welcome To 20/20 Color MD.

Thank you for purchasing 20/20 Color MD, a powerful and sophisticated Photoshop<sup>®</sup> plug-in for color correction. This user guide introduces you to 20/20 Color MD, and acquaints you with its many features and capabilities.

20/20 Color MD is designed for anyone who works with color images. Photographers, photolabs, graphic designers, publishers, advertising agencies, illustrators, printers, service bureaus, webmasters, and educators can all benefit from 20/20 Color MD's unique and powerful features.

#### WHERE IS OUR COMPETITION?

Why didn't the color scientists at Adobe, Kodak, Apple, or Microsoft come up with a similar solution? They looked at the problem from the wrong perspective, pursuing similar approaches that examine pixel data and try to auto correct perceived problems. This will never work because you have been taken out of the equation. Auto functions don't know what the image is supposed to look like, or what you want it to look like. We invented this process to empower you. Then we tested it, refined it, perfected it, and patented it.

# Because it's more fun taking photos than fixing photos.

Here's the problem. Since the advent of digital imaging, you spend more time in front of a computer fixing photos, and less time behind a camera taking photos.

#### WHY IS YOUR CAMERA SMARTER THAN PHOTOSHOP?

Your camera can instantly and automatically figure out the proper shutter speed, aperture setting, and focus. So, why can't Photoshop figure out how to color correct your images? Photoshop is user dependent, leaving the task of color correction totally up to you. There is no guidance, no shortcut, and no help. So, you tweak, and experiment with different adjustments until you see something you like. With 16.7 million different color possibilities, finding the right solution is not always easy.

#### EYE EXAM

20/20 Color MD takes an entirely different approach to fixing images. 20/20 Color MD is a Photoshop Plug-in that works like an eye exam to figure out precisely what is wrong with a photo and how to fix it. During each step of the wizard process, you are presented with two preview images that have been altered in different ways. All you do is pick the best image for each step. 20/20 Color MD instantly and scientifically analyzes your feedback to determine exactly what you want. In about 15 seconds, 20/20 Color MD provides you with a corrected image, which you can fine-tune in 1% increments.

#### **6,144 DIFFERENT RESULTS**

20/20 Color MD looks easy, because it is easy. But, don't be fooled by that friendly exterior. Under the hood, 20/20 is an extremely complex, sophisticated, and ingenious software tool. Ponder this. 20/20 Color MD contains 6,144 different color correction solutions, and the Color Wizard finds the best, single solution in less then 30 seconds. Not only that, it evaluates your feedback, so every image will look the way you want it to look.

#### **IT'S ABOUT TIME**

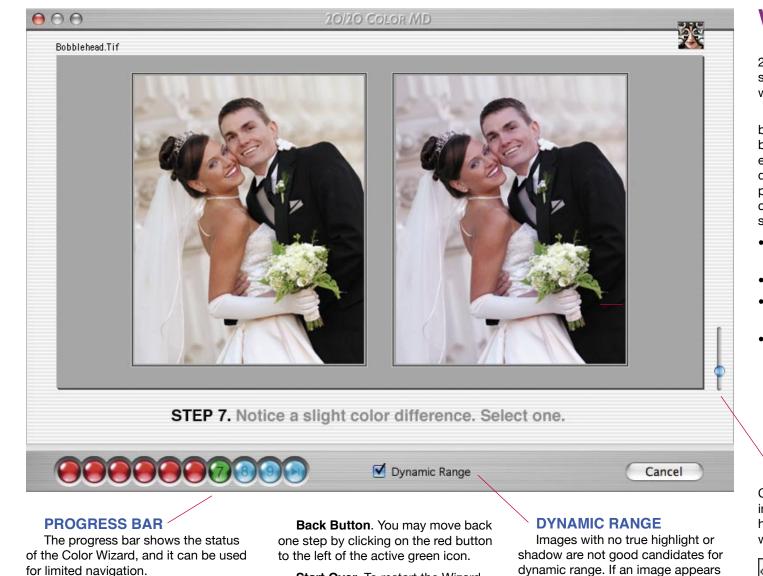
If you spend an average of 10 minutes fixing an image with Photoshop's Curves, Levels, Hue & Saturation, or Variations, it'll take you 16 hours to color correct 100 images. With 20/20 Color MD, you'll be done in less than one hour.

#### **IT'S ALSO ABOUT QUALITY**

We understand that quality is more important then saving time. That's why you'll appreciate all the extra effort that went into our advanced color technology. We invite you to test and compare our results against any application in the industry.

#### STAY FOCUSED ON PHOTOGRAPHY

At some point, photography became your passion. Now, with 20/20 Color MD, you'll have more time to pursue that passion. Welcome back to photography.



**Red lcons** represent steps that have been completed.

Green Icon indicates the active current step.

Blue lcons are for upcoming steps.

**Start Over**. To restart the Wizard, click on the first button on the progress bar.

**End Button**. To end the Wizard process and switch to the Fine-Tune panel, click the far right button. No changes will be made to your image.

Images with no true highlight or shadow are not good candidates for dynamic range. If an image appears too contrasty, like the example on the right, turn dynamic range off during the Wizard Process (uncheck).



# **Wizard Panel**

There are two different panels in 20/20 Color MD. The Color Wizard, shown here, automatically appears when you open an image.

The Wizard works like an eye exam by displaying a series of nine sideby-side preview images with different effects applied to each preview. All you do is choose the better preview of each pair by clicking on the image. Continue choosing the better preview until all 9 steps are complete.

- Your original image will not be shown during the Wizard process.
- You can not skip any steps.
- A preview must be selected on each step.
- Each response gives 20/20 Color MD a clue to what you want. The Wizard has 6,144 different possibilities, and after nine steps, only one candidate remains.

#### **ZOOM SLIDER**

When you open an image in 20/20 Color MD, the image is reduced to fit in the image area. Moving the slider handle up increases the image size, while down reduces the size.



#### HAND TOOL

If the image is cropped, you may reposition the image by using the hand tool.

**Macintosh** - Option Click and drag. **Windows** - Control Click and drag.



### 9-Step Wizard Process

You are the only one that can determine if the color is correct. 20/20 Color MD works like an eye exam to determine what image correction is right for you. 20/20 Color MD is a guided system that evaluates your response to a series of nine image preview comparisons. During each step, you will be presented with two preview images that have both been modified using different criteria. All you do is pick the best of the two preview images from each step by clicking on the image of your choice. After your selection the next step is automatically displayed and ready for your response.

- All steps must be completed.
- Your original image will not be shown during the Wizard process.
- Each response gives us a clue to help solve the color correction puzzle.
- The Wizard has 6,144 different results. After nine steps, only one possibility remains.

When the step-by-step sequence is done, 20/20 Color MD figures out what you want and how to achieve the proper result. Then, the corrected image is displayed next to the original image, where you can fine-tune the results.

#### **HOW DOES IT WORK?**

The difficulty with color correction is that there are 16.7 million color possibilities, and only one solution that will correct the image, based on your personal preference. A combination of six colors (R, G, B, C, M, Y) can be used to color balance an image and remove an unwanted color cast. 20/20 Color MD never uses more then one or two colors to correct an image. The job of the Color Wizard is to evaluate your feedback to eliminate color parameters from consideration. Next, the Wizard orders the two remaining colors by importance, and then determines an appropriate amount.

#### **ACHIEVING THE BEST RESULTS**

Like an eye exam, your response to each step determines the direction and amount of each subsequent step. The first three steps determine a brightness change. The next six steps are used to remove a color cast. More steps are required in the color section due to the complexity of color balance. In each section, the previews become more refined as you near the end. Since the step-by-step process follows the same sequence each time, the more you use 20/20 Color MD, the more proficient you'll become.

Here's our best advice for making appropriate choices for each step:

- 1. Relax and have fun. 20/20 will do most of the work for you.
- 2. Choose quickly, within a few seconds.
- 3. Don't over analyze. Go with your first impression.
- 4. Choose vibrant, pleasing colors. A flat, dull appearance is usually a bad sign.
- 5. Consider the overall appearance first, then check important areas, like a face, or areas that should be a neutral gray.

During the step-by-step Wizard process, you might see a few drastic previews. This is normal, so don't become alarmed or concerned. The process always moves from severe to precise. It's our way of determining if the image requires a small change, a major adjustment, or something in between. With an eye exam, the first few steps are out of focus, but by the end of the process your vision will be crystal clear. 20/20 Color MD uses a similar approach.

As an example, if one image looks too warm, and the other too cool, just choose the most appealing. Each step is just a single step in a sequence that will eventually lead to a final result. In most cases, 20/20 Color MD will produce a corrected image that is very close to ideal. But, remember, all transformations can be edited later in as little as 1%. By fine-tuning the results obtained through the Wizard, you will be assured of working with a set of transformations that are non-opposing, and nondestructive. 20/20 Color MD is the most direct and efficient means of color correction ever devised.

After correcting a few images, you'll gain a profound appreciation for 20/20 Color MD and the results that you are able to obtain. You'll wonder how you ever lived without it. Never again will you have to spend more than a few minutes color correcting an image.



#### **PROGRESS BAR**

The progress bar is used to show the status of the Color Wizard. It can also be used for limited navigation.

- Red icons represent steps that have been completed.
- A green icon indicates the active current step.
- Light blue icons are for upcoming steps.

You may NOT skip steps during the Color Wizard process. A preview image must be chosen (clicked) during each step, and all steps must be completed.



#### END BUTTON

You may end the Wizard process by clicking on the End button, which is located on the far right of the progress bar.

When this button is clicked, 20/20 Color MD switches to the Fine-tune panel, and displays all the tools and sliders with 0 (zero) amounts.



#### **BACK BUTTON**

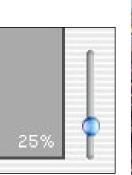
At any time during the Wizard process, you may move back one step by clicking on the previous step button (the red button to the left of the green button). A mouse-over effect will display the step number associated with that red icon. Click the button to move back one step. You may only move back one step, and can not move back beyond a single step.



#### **START OVER**

During the Wizard process, you can restart 20/20 Color MD by clicking on the first step button located at the far left of the progress bar.







#### **ZOOM SLIDER**

To the right of the image area, you'll find a Zoom slider, which can be used to increase or decrease the size of the preview images. When the slider is activated, the zoom percentage is displayed in the corner of the image area.

Moving the slider handle up increases the image size, while down reduces the size.

You can NOT freely adjust the image size. The slider jumps to the next available percentage.

When you open an image in 20/20 Color MD, the image is always reduced to fit in the available image area.



#### HAND TOOL

Most images appear full-frame in 20/20 Color MD, unless the image has been enlarged with the zoom slider or if the image is excessively tall or wide, as with panoramic images. In these cases, the image display is cropped, and only the center portion of the image is in view. You may reposition the image by using the hand tool, which is accessed with a keyboard shortcut.

Dynamic Range ON

Macintosh - Option Click and drag.

Windows - Control Click and drag.

#### **DYNAMIC RANGE CHECKBOX**

Many images have a flat, dull appearance because of a compressed dynamic range. This feature automatically corrects the prob-

lem. After the Color Wizard process, you can fine-tune Dynamic Range by adjusting the clipping amount of highlights and shadows independently.

If the image contrast is too severe, uncheck the dynamic range option.



Dynamic Range OFF



If an image appears too contrasty during the Wizard process, turn dynamic range off (unchecked).

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**Dynamic Range** 

# **Fine-Tune Panel**

The Fine-Tune Panel appears after the Wizard process is complete. It displays the Original image along side the Current corrected image, and provides a complete set of sliders to help you fine-tune and perfect the results.

#### **BASIC SLIDERS**

Basic sliders contain adjustment controls for color, brightness, contrast, and saturation. Color and brightness are set for the amount determined by the Wizard. Only two colors sliders are provided because adjusting more than two colors is counterproductive.



#### HIGHLIGHT & SHADOW SLIDERS

Tab buttons at the far left end of the slider box let you switch between Basic sliders and Highlight and Shadow sliders (H&S).

20/20 Color MD's Highlight and Shadow adjustments are far superior to similar features found in Photoshop, allowing you to achieve professionalgrade results quickly and easily.



#### SNAPSHOT

The Snapshot command lets you make a temporary copy of the Current preview, along with a record of your corrections. That way, you can compare different results, and experiment with different alterations without losing your prior changes.

Pop-up menus under the preview images control Snapshot functions.



#### **1/2 STOP INCREMENTS**

The Wizard's last step displays two previews that differ by about 10%, depending on the image key. But, the proper amount might actually be 5% more or 5% less. 1/2 Stop Increments forces the slider jump to those in between amounts.

Sliders will move in 1% increments by unchecking the 1/2 Stop check-box.

#### DYNAMIC RANGE

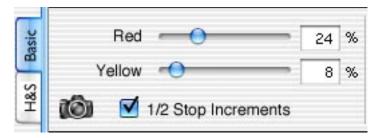
Many digital images have a flat appearance due to a compressed dynamic range. This happens when pixel values don't extend to the maximum range from 0-255. Dynamic Range converts the lightest pixels to white, the darkest pixels to black, and remaps all the pixels in between.

Highlight and Shadow clipping options are: Off, .02%, .10%, .50%.

#### **RESET BUTTON**

Clicking the Reset button opens a dialog box with six different options:

- 1. Restart 20/20 Color MD.
- 2. Reset Wizard amounts only.
- 3. Reset all amounts.
- 4. Use 3 complementary color sliders.
- 5. Use current Contrast and Dynamic Range as defaults.
- 6. Reset factory defaults.



#### **FINE-TUNE**

The Fine-Tune panel contains a complete set of sliders and tools for adjusting and fine-tuning your image.

Color sliders are contained in the first group of sliders. The second group has Brightness, Contrast, and Saturation. Dynamic Range adjustment is located to the far right of the Basic sliders. Tab buttons at the far left end of the slider box lets you switch between Basic sliders and Highlight and Shadow sliders (H&S).

#### FIRST COLOR SLIDER

The first color slider is set for the color and amount which 20/20 Color MD determined was necessary to remove the color cast. 20/20 Color MD is accurate within

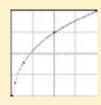
4-6%, so when fine-tuning, you can usually stay within this range. The Color Wizard has a maximum adjustment of 48%, but this can be increased up to 100%, if needed.

If you experimented with different values, and want to return to 20/20's default amount, just click the slider title, and that amount will be set, or use the Reset button, and choose the option you want.

#### SECOND COLOR SLIDER

A second slider displays the second color parameter (i.e. Yellow), which was determined during the Wizard. The default amount is set to 0%, because a second color is rarely required. If it is needed, the value will usually be less then half the amount used for the first color.

We could have provided an amount for the second color, but that would have added several steps to the Color Wizard. Instead, we opted for a faster process.



Color adjustments use an exclusive curve adjustment, as shown here. This method is designed to prevent data loss.

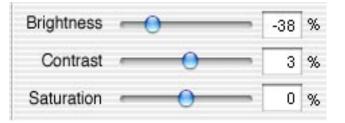
As you can see, the largest adjustment occurs in midtone areas that contain the highest levels of saturation, with a less pronounced effect in the shadow and highlight areas.



#### **1/2 STOP INCREMENTS**

On step nine of the Color Wizard, the final two previews differ by about 10%, depending on the image key. So, as an example, if the final two choices were +10% Red and +20% Red, the ideal amount might be halfway in between, or +15%. Using the 10% differential example, the 1/2 Stop Increment would make the slider jump in 5% increments only.

The default setting is ON. The sliders revert to 1% increments by unchecking the 1/2 Stop Increment option.



#### BRIGHTNESS

The Brightness slider is set for the parameter (+Brightness or -Brightness) and the amount determined by the Wizard. Again, the amount may need to be adjusted up or down slightly. With brightness, 20/20 Color MD has a margin of error 5-8%, so you can normally stay within this range. The Wizard provides a maximum brightness change of 68%, but this can be increased to a maximum of 100%, so severely under or over exposed images can be fixed. The available range is -100% to +100%, in 1% increments.

#### CONTRAST

The contrast slider uses a custom S-curve that increases highlights, and decreases shadows while preventing data loss associated with Photoshop's Brightness & Contrast adjustments. An S-curve is the preferred method of professional photographers and digital imaging experts. The available range is -50% to +50%, in 1% increments.

20/20's Contrast curve uses a custom S-curve adjustment, with highlights moving in the opposite direction of shadows. This method is designed to prevent data loss. On most images, you'll find that a 3-5% increase will provide the necessary "snap" to improve contrast.

#### **IMPROVED SATURATION ALGORITHM**

Saturation is used to adjust the color intensity of an image. Most of the time, the Color Wizard will correct saturation by achieving proper color balance. If you need to fine-tune saturation, the slider has a range of -100% to +100%, in 1% increments.

Our exclusive saturation algorithm evaluates every pixel's saturation value before making an adjustment. Plus, saturation is adjusted without converting to a color space like HSB, which can cause data loss.

Check the samples below. It clearly shows that 20/20 Color MD does a better job than Photoshop at adjusting saturation. Notice how intelligently 20/20 Color MD handles neutral areas, like grays and blacks. Each pixel is adjusted independently, instead of globally to avoid over-processing.





Original image

#### age 2

20/20 Color MD Saturation Photoshop Saturation

**DYNAMIC RANGE** 

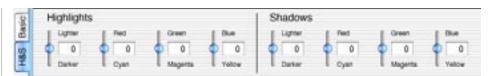
Many digital images have a flat appearance due to a compressed dynamic range. This happens when pixel values don't extend to the maximum range from 0-255. Dynamic Range converts the lightest pixel to white, the darkest pixels to black, and remaps all the pixels in between. A percentage of pixels on each end of the spectrum are clipped to insure a proper result. Clipped pixels are converted to black or white. The clipping amount is adjustable by selecting one of the four preset clipping amounts in the Highlight Clip and Shadow Clip pop-up menus. You should use the smallest amount possible to avoid excessive data loss, and an overly contrasty appearance.

Our Dynamic Range's default clipping percentage of .02, is twenty-five times less then Photoshop's default setting. And, our Dynamic Range does not alter the color balance.

.50

Pop-up choices are: Off .02 .10





#### HIGHLIGHT AND SHADOW ADJUSTMENTS

Most color and brightness problems can be fixed using a global correction, which applies changes overall, in highlights, midtones, and shadows. But, sometimes an image requires special attention in the shadow or highlight areas. A good example would be to darken and add blue to the sky. Or, remove a color to make the shadows more neutral.

20/20 Color MD's Highlight and Shadow (H&S) adjustments isolate the tonal regions very precisely to insure that transitional areas have a smooth and flawless gradation. We spent months fine-tuning and testing our results to make your job is easy.

H&S sliders are accessed with the tab button located on the left end of the slider box.

#### **RESET BUTTON**

The Reset button gives you six options:



This option restarts 20/20 Color MD. Step 1 is displayed, and the entire process starts over from the beginning, just like starting a new session.

Reset...

#### 2. Reset Wizard amounts only.

20/20's Color Wizard produces a brightness setting, a color setting, and a Dynamic Range setting. This option resets those items to the amounts that were established during the Wizard process. Any other alterations you've made will be retained.

#### 3. Reset all amounts.

This reset option reverts all items to the amounts that were established during the Wizard process. So, any alterations you've made will be deleted.

#### 4. Use 3 complementary color sliders.

This option displays three color sliders instead of 20/20 Color MD's default of two. The previous two slider amounts are retained.

#### 5. Use current Contrast and Dynamic Range as defaults.

This reset option is used to change 20/20's default setting for Contrast (0%), or Dynamic Range (.025 Highlight, and .025 Shadow Clipping). The radio button is grayed out and unavailable if no changes have been made to these items.

#### 6. Reset factory defaults.

If you've changed 20/20's defaults, this will reset them to their original settings.



#### **SNAPSHOT**

The Snapshot command lets you make a temporary copy (or snapshot) of any state of the image. A snapshot lets you work from that version forward, while retaining the information used to create the

Snapshot. In this way, you can experiment, or compare different effects.

For example, you can take a snapshot, and then tweak amounts to compare different results. Then, take another Snapshot any time you have made an improvement, and continue experimenting. With snapshots, you can recover your work easily. If you're not satisfied with your changes, you can select the snapshot to undo all the steps which were made after the Snapshot. Use Revert To Snapshot to reload the Snapshot adjustments.

The "Original" and "Current" pop-up menus, located under the previews, are used to control the Snapshot process.

A camera icon, located on the Basic Slider tab allows you to take a Snapshot. You can also use the "Take Snapshot" option located in the Current pop-up menu.

By clicking the camera icon, the Current, right hand image preview is recorded as a Snapshot, along with its adjustments. The Snapshot preview is displayed on the left, where the Original preview was located. At this point, the Snapshot and Current are duplicates. The Current image can be adjusted as normal. Each new Snapshot is handled in this way.

There is always a Snapshot. A Snapshot survives a reset, or OK (Apply).

A Snapshot is automatically saved when the image is processed (OK), so when you reopen 20/20 Color MD to color correct a new image, the Snapshot from the previous session is available.

The pop-up menus contain the following items:

LEFT MENU

Original Snapshot Current

**RIGHT MENU** 

Take Snapshot Revert To Snapshot

Save History... Load History...

#### **REVERT TO SNAPSHOT**

There is only one Snapshot and one Current preview. If you want to switch from the Current to the Snapshot, use the pop-up menu item "Revert To Snapshot".

When Revert To Snapshot is selected, the Snapshot is displayed in the right hand window, and overwrites any edits that have been made to the Current preview since the Snapshot was created. The Snapshot becomes the Current preview. The sliders are updated with the changes that were used to create the Snapshot,. The Current preview can be edited as normal.

#### SAVE HISTORY AND LOAD HISTORY

Only one Snapshot is remembered. An unlimited number of Snapshots can be made, but each new Snapshot overwrites the previous Snapshot. But, you can save an unlimited number of Snapshots to disk. To save to disk, choose the Save History option in the Current pop-up menu, and specify a name and location for the file. Use the Load History option to open and apply a previously saved setting. You can then compare the Saved History with a Snapshot, or edit the Saved History using all of the tools on the Fine-Tune Panel.

#### **TYPICAL WORKFLOW**

Like everything in 20/20 Color MD, Snapshot is designed to speed up the correction process. Snapshot is a safety net that lets you continue experiment with different combinations. Take a Snapshot whenever you want to preserve a set of correction parameters, so you can continue experimenting with impunity. Here's a typical workflow using Snapshot:

- 1. After the Wizard process, take a Snapshot.
- 2. Use the 1/2 Stop increments to make quick improvements.
- 3. Take another Snapshot.
- 4. Then fine-tune in 1% increments.
- 5. Take a Snapshot before you switch to Highlight and Shadow adjustments.

6. Save History if you want to reuse your changes, or click OK to process changes.



# Using 20/20 Color MD With Photoshop



#### TO USE 20/20 ON SELECTED AREAS

1. Choose one of Photoshop's selection tools from the tool palette, and select a portion of the image.

2. Open 20/20 Color MD, and make changes as you normally would. The corrections will only be applied to the selected areas.

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#### **PHOTOSHOP LAYERS**

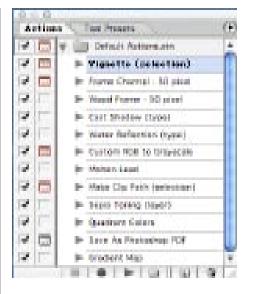
Photoshop lets you place artwork on separate layers to make the construction of composite images easy. 20/20 Color MD is designed to work with Photoshop layers, so you can color correct individual elements separately.

#### TO USE 20/20 WITH LAYERS

1. Display the layers palette (choose Window>Show Layers).

2. To activate a layer and work on its contents, click on the appropriate layer name listed in the Layers palette. The layer is highlighted to show that it has been selected. Then, open 20/20 Color MD.

3. To work on a portion of one layer, select the layer as described above and use a selection tool to select a portion of that layer. Next, open 20/20 Color MD. The adjustments will be applied to the selected area.



#### **BATCH PROCESSING**

20/20 Color MD supports Photoshop's Action Palette, so multiple images can be processed automatically, with 20/20 Color MD's functions.

#### **USING PHOTOSHOP'S ACTIONS**

1. From within Photoshop's Action Palette, start a new Action.

2. Photoshop will record every step, including 20/20 Color MD functions, so they can be replayed on a batch of images automatically.

3. To replay the action on a single image, select the action in the action palette, and select "play".

To replay the action on multiple images, choose Automate>Batch from Photoshop's File menu. A dialog lets you select an action, choose a folder of images to process, and set other parameters for opening, closing, and saving files.

#### LAST FILTER

20/20 Color MD supports Photoshop's Last Filter command located at the top of the Filter menu. This lets you replay 20/20 Color MD's last correction on other images. The menu item is available until you use a different filter.

#### FADE

20/20 Color MD supports Photoshop's Fade command, located in the Edit menu. This allows you reduce the effect of the 20/20 Color MD's last adjustment from 0-100%. The Fade command is similar to changing the layer opacity in Photoshop's Layer Palette.