

Nik Software - What is it?

- Plug-in software for use with image editing applications such as Adobe Lightroom, Photoshop or Elements, Capture NX or Aperture
- Can be used with PCs or MACs
- Very intuitive and easy to use

Different Products for Different Uses

- ✓ Color Efex Pro 3.0
- ✓ Silver Efex Pro
- ✓ Viveza
- ✓ DFine (noise reduction)
- ✓ Sharpener Pro
 - All use **U-Point Technology**

Color Efex Pro 3.0

- Contains a collection of digital photo filters
 - Standard Editions (15 filters)
 - Select Edition (35 filters)
 - Complete Edition (52 filters)

Silver Efex Pro

- Create B&W images very easily
- Contains 20 pre-set styles

Viveza

- Controls light and color directly on the image without the need for using complicated layer masks

U-Point Technology – What Is It?

- A control point that is placed over any part of the image that you want to enhance

Why not just use the filters/ tools available in existing software editing programs such as Elements or Photoshop?

- Limited types of filters available to work with in PS or Elements
- Working with individual channels to adjust b&w conversions requires a certain skill level
- Working with layer masks to achieve similar results is often difficult and time consuming

Useful Links:

<http://www.niksoftware.com/index/usa/entry.php>

for Nik site with all products – download FREE 15-day trial or watch demos

http://www.niksoftware.com/colorefexpro/usa/entry.php?view=intro/cep3_filters.shtml

http://www.niksoftware.com/downloads/pdf/usa_samples/SampleBook.pdf

for Color Efex Filters – hover over each filter type to see a sample of its effect