

Nik Collection

Highlights

Nik Collection Background

- 1995 - Nik Software founded by Nils Kokemohr in San Diego - developed actions & textures for Photoshop
- 1999 - CEO Michael J. Slater began to build Nik into a software **R&D** company - now recognized as a leader in digital photography
- 2012 - Google acquired Nik Software and dropped the price of the Nik Collection from \$500 to \$150
- 2016 - Google now offering the Nik Collection at **no cost**
- The Nik Collection is a set of 7 tools for a variety of digital photo enhancement techniques

The Nik Collection

Analog Efex Pro

- Applies film-era camera, lens, and film simulation to digital images.

Color Efex Pro 4

- Package of filters that comes with many effects.

Dfine

- Noise reduction with automatic features

HDR Efex Pro

- Specialized program for processing HDR pictures

Sharpener Pro 3

- Image sharpening (RAW presharpen and output sharpener).

Silver Efex Pro 2

- Black and white conversion and enhancement

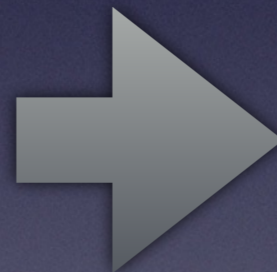
Viveza 2

- Color control with advanced functions to change contrast and saturation

Color Efex Pro *filters, filters, filters*



2 filters
(Brilliance/
Warmth
+
Sunshine)

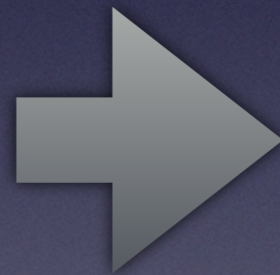


Silver Efex Pro

presets, presets, presets



one preset
(Antique plate 2)



Dfine

automated noise reduction



Dfine 2

NOISE REDUCTION

Measure Reduce

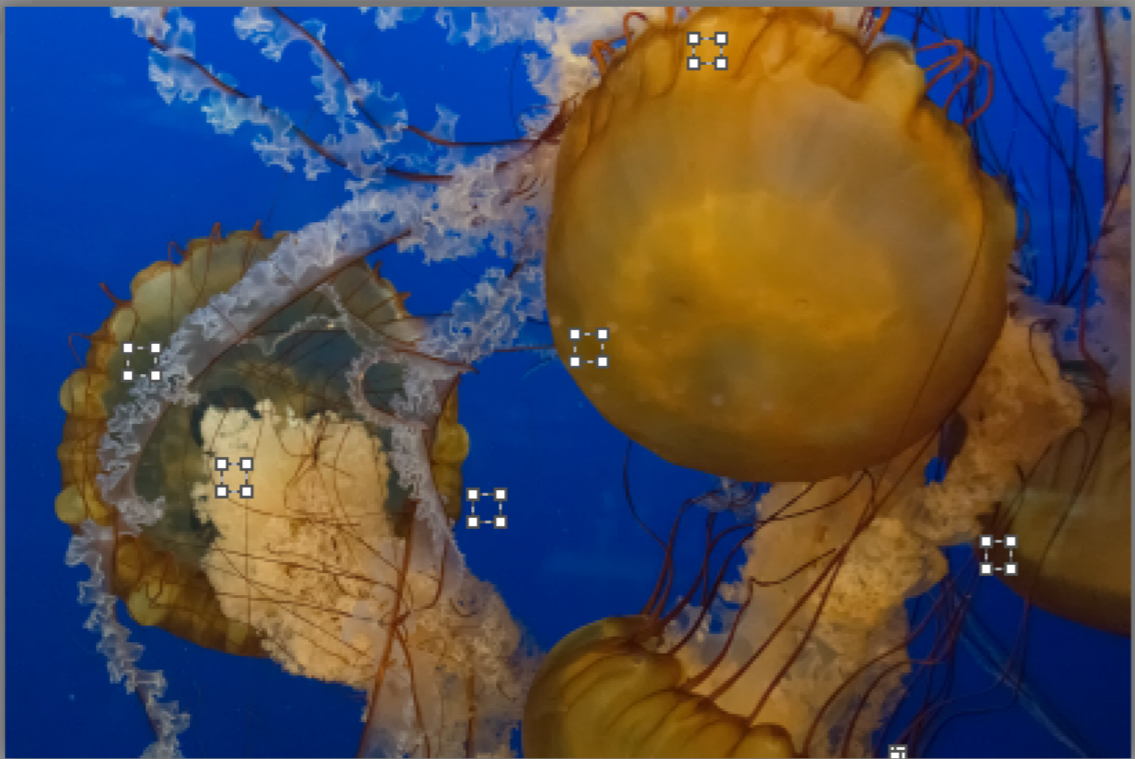
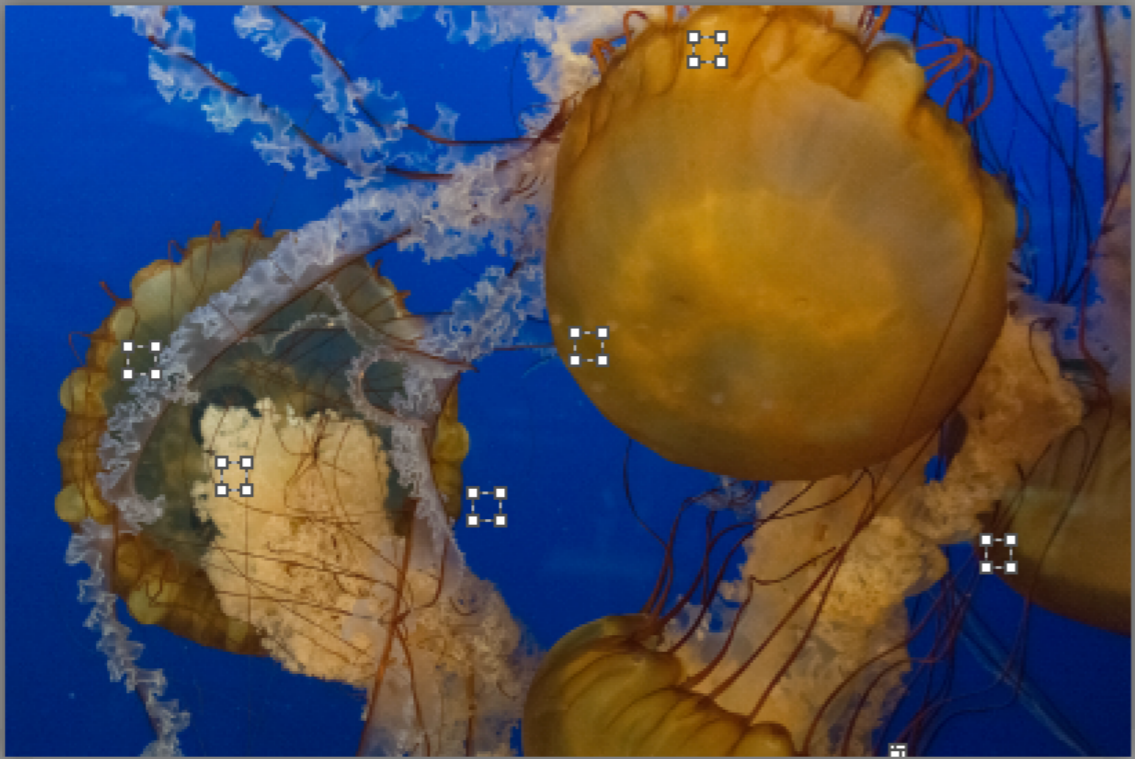
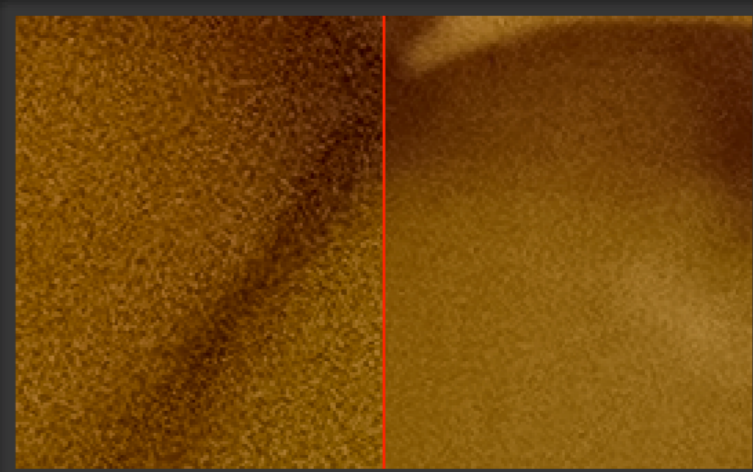
Method Automatic

Measure Noise

Automatic profile applied

Reset Load Save

LOUPE



MER_5126-Edit.tif
(18.8MP, ISO 6400, NIKON D7200)

Nik's Unique Trick

Control Points

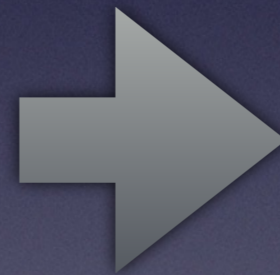
- U Point technology — created to quickly create precise selections without the use complex masks or tools
- Each control point creates a selection based on the characteristics of the object under it — AND on the proximity of other control points
- Depending on the Nik tool, control points have sliders to adjust size and other factors such as saturation, hue, “structure,” and contrast

Analog Efex Pro *esthetics of nostalgia*

control point

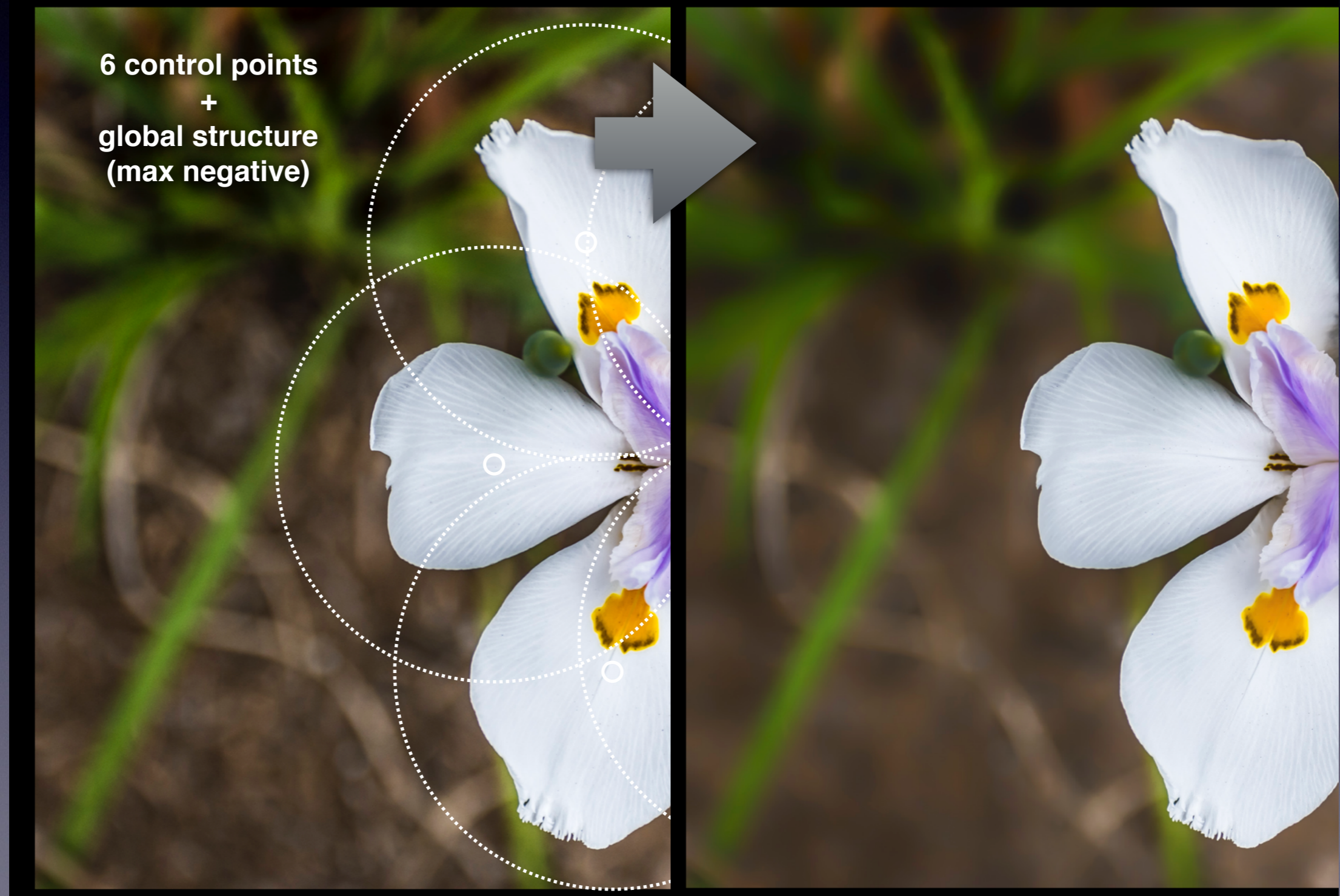


one preset
+
1 control point



Sharpener Pro

sharpening with a twist



Viveza

Efficient color image enhancement



global structure
+
3 control points

