

FOR IMMEDIATE RELEASE

Andreas Sumerauer releases recolor *S7* and recolor *LE*

Two new Adobe Photoshop compatible plugins open up a new efficient and intuitive way to selectively modify and adjust the color contrast in digital images.

Goslar, Germany – May 24, 2008 – Andreas Sumerauer today announced the availability of his *recolor S7* and *recolor LE* Photoshop compatible plugins.

recolor S7

FoksMarx *recolor S7* provides a novel approach to editing object colors and color contrast in digital images. The plugin is equally well suitable for image correction as for creative image manipulation. *recolor S7* can be used for so different tasks as color equalization, color enhancement or the removal of color stains and bleaches.

Despite its versatility *recolor S7* is still a very accessible tool. Only a few sliders that deliver predictable results are required to do the work.

recolor S7 uses statistical methods to rescale the fader sensitivity whenever a new palette is created or loaded. This ensures that the fader scale always reflects the editable color range for any given source material.

Key Features

recolor S7 blends or replaces the colors of the edited region with those of a chosen color scale palette. The same or a different palette can be used to determine which parts of the image are being processed.

Palettes can be extracted from a sample region or from the entire image. Additionally a choice of predefined color scales is provided with the plugin.

“Our sophisticated color matching algorithm allows to seamlessly dissolve darker or brighter color spots into the surrounding image.” said Andreas Sumerauer. “This makes it possible for example to apply a face retouch without any of the commonly used ‘surgical’ methods where undesired parts of the skin need to be painstakingly replaced one by one with hand selected bits of the appropriate color.

recolor S7 on the other hand allows for a much less intrusive and therefore less time consuming workflow. Regions that need editing are selected automatically through evaluation of the color contrast. The result of the process can be made to look very much like a light makeup: The identified decoloration can be smoothed out completely while the original texture of the object is preserved.”

Sample Applications

- Enhancing an objects color contrast with the background will emphasize the main subject of an image.
- Distracting details are embedded within the image background through color equalization.
- **recolor S7** can give your portrait model a perfect face makeup: skin imperfections and color spots are easily removed using the plugin.
- **recolor S7** is used in archives to recreate the original look of damaged historic prints and documents.

recolor LE

FoksMarx **recolor LE** is a feature reduced free version of our commercial **recolor S7** plugin filter. **recolor LE** uses the same color matching technology as the fully featured **recolor S7** plugin. While it lacks some of the advanced features like dual palette processing it still is a fully functional plugin filter that can be used freely for both private and professional purposes.

Pricing and Availability

recolor S7 is affordably priced at EUR 24 while **recolor LE** is distributed as unrestricted freeware. Both plugins are exclusively available by electronic download from the manufacturers website www.foksmarks.com.

System Requirements

recolor S7 and **recolor LE** can be seamlessly integrated within a great number of compatible host applications including Photoshop, Photoshop Elements, Paint Shop Pro, PhotoPaint, PhotoPlus, and PhotoImpact. Both plugins are currently only available for the windows platform.

About Andreas Sumerauer

Andreas is a freelance artist and multimedia author. After having served electronic music studios for more than a decade with highly acclaimed sampling libraries and VST plugins he has now expanded his scope of activity to creating tools for the graphics arts community. **recolor S7** and **recolor LE** are the first fruits of this new venture.

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