

Press Release October 20th, 2020

## New Picture Instruments Plugin for the release of Adobe's new plugin technology in Photoshop v22

### New in-app plugins in Photoshop

Adobe is officially launching the new UXP (Unified Extensibility Platform) platform for Photoshop at MAX 2020, the arguably most important event in the creative industry. The new plugins not only run more natively with UXP, but they can now also be managed directly in Photoshop and installed via the Creative Cloud app. The entire Picture Instruments team is proud to be able to actively contribute to the further development of the new plugin technology through ideas, suggestions for improvement and further feedback. The first Picture Instruments UXP plugin will now officially celebrate its premiere at the MAX 2020.



### Picture Instruments Toolbox

*The most helpful tools for Photoshop in one plugin*

The Picture Instruments toolbox is a plugin collection within a plugin. The software developers created the tools to simplify and accelerate time-consuming and complex Photoshop tasks that normally require expert knowledge. Picture Instruments develops a separate module for each of the various tasks that creative people have to solve in Photoshop every day, thereby allowing them to achieve the goal quickly and professionally.

### The 6 modules at a glance

With the **K2 Fine Art Master**, prints can be prepared professionally, even without knowing all the settings in detail. The tool has already had to prove its performance in a Guinness World Record, because Jochen Kohl used it to optimize the print file, with which he, as a partner for Canon and Ilford, won the world record for the longest digitally printed

photograph in the world in 2020. The filters in the **Iford Black and White Developer** give images the character that Iford stands for. Iford agrees and officially supports this plugin. The **Banner Generator** can create 20 different banner templates with just one click. This way elements like a background or a logo template can be changed in all banners at the same time. Professional beauty retouching becomes child's play with the help of the **Skin Purifier**. Whether a few larger skin pores or very impure skin, the Skin Purifier draws the perfect skin texture with just one brush stroke. The **Mark Up Tool** makes it easy to annotate graphics in your daily work, which allows you to communicate suggestions for changes very quickly. The **Luminosity Masks** tool can be used creatively in various ways. You can select the desired brightness range in your image with one click and keep using it for individual work with filters or for masking.

### **Free installation directly in Photoshop**

Picture Instruments is giving away these first six tools for free to ensure that you don't have to spend more time than necessary on time-consuming Photoshop tasks from now on. The new UXP plugins in Photoshop version 22 and higher can be managed directly within Photoshop and installed via the Creative Cloud desktop app. You find them in the Photoshop main menu above the entry "Plugins".

### **More information:**

<http://www.pic-in.de/toolbox>

### **Videos:**

YouTube:

<https://www.youtube.com/playlist?list=PL-LZdyv6OQN1j3EvpITDa5G--ztOilk7h>

### **Logos / Box-Shots / Screenshots:**

Link zur Presseseite: [www.picture-instruments.com/company/press.php](http://www.picture-instruments.com/company/press.php)

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