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## The first Lightroom Plugins from Picture Instruments

### Editing Lightroom settings and presets purposefully

*The 3 new Picture Instruments Lightroom plugins will be published in week 15. It starts with Preset Adjust on Monday Apr 6th, followed by Skin Tone Adjust on Wednesday Apr 8th and Section Adjust on Friday Apr 10th. Two of the three different Lightroom plugins from Picture Instruments help you to adjust the current Lightroom settings or presets to your own images in a matter of seconds and the third plugin is specialized in the adjustment of skin tones.*

To receive a free press license simply send an email to:

[press@picture-instruments.com](mailto:press@picture-instruments.com)

More general information can be found below.

### Preset Adjust

You have the perfect preset but for your desired Lightroom Preset it is slightly too soft or too strong? With Preset Adjust you have now quickly solved this problem! Combined with a couple of good presets you can edit pictures quickly and professionally!

If you just want to quickly adjust a preset, you can now save yourself the work of having to touch each control individually because each slider of the plugin controls several Lightroom parameters at the same time.

With the master control of the plugin, the current Lightroom settings can be amplified or softened with just one slider, so that presets can be quickly and individually adjusted for each image. The plugin also offers five additional controls that allow you to change multiple parameters at the same time, based on the topic. For example all brightness and contrast changes, all saturation changes or all parameters which tint the image.

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### Benefits on a glance:

- Amplifying or softening all the Lightroom settings with just one control
- Subsequent adjustment of presets
- Adjustment of the Lightroom settings grouped by effect type
- Quick adaptation of the desired looks to an image
- Presets don't have to be saved in different intensity levels anymore.

**Video-Tutorial:** <https://www.picture-instruments.com/products/tutorials.php?id=24>

### Embed code Youtube:

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/H81WeAm9FNU"
frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-
picture" allowfullscreen></iframe>
```

### Embed code Vimeo: Vimeo:

```
<iframe width="640" height="564"
src="https://player.vimeo.com/video/393921898" frameborder="0"
allowFullScreen mozallowfullscreen webkitAllowFullScreen></iframe>
```

## Skin Tone Adjust

With the Skin Tone Adjust, you have the skin tones of your pictures always under control, because this plugin it is specifically made for editing skin tones in Adobe Lightroom. No matter whether you start with a neutral image or if the skin tones have to be adjusted subsequently after applying a preset.

Each of the four sliders of the plugin controls multiple Lightroom parameters at the same time. This way you can create colorful or cool looks, without influencing the skin tones too much, so that they look unnatural. Also a clean, noble look, which is known from beauty campaigns or a deep brown, suntanned complexion can be realized quickly with the plugin. The saturation settings can be moved toward red or orange, depending on the skin tone type, to make the skin look more alive and the lip color can be adjusted towards nude or pink.



### Benefits on a glance:

- A Quick adjustment of the skin tones for professional looks
- Subsequent adjustment of presets relating to the skin tone
- Simple correction of unnatural skin tones

**Video-Tutorial:** <https://www.picture-instruments.com/products/tutorials.php?id=28>

### Embed code Youtube:

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/IEifiqYgLZI"
frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-
picture" allowfullscreen></iframe>
```

### Embed code Vimeo: Vimeo:

```
<iframe width="640" height="564"
src="https://player.vimeo.com/video/395183416" frameborder="0"
allowFullScreen mozallowfullscreen webkitAllowFullScreen></iframe>
```

## Section Adjust

With this plugin you can amplify or soften the current Lightroom settings with just one control or they can be adjusted section by section with the further 9 controls. This way you can, for example, quickly adjust all curve settings, without having to change each point on the curve individually.

Each control of Section Adjust allows you to purposefully adjust your presets partial, if the changes of a certain section (for example RGB curves or HSL controls) are too strong and if the deactivation of certain sections would rob the look of that certain something.

Furthermore presets don't have to be saved in multiple intensities anymore and your preset collection looks clean and open again.



### **Benefits on a glance:**

- Amplifying or softening all Lightroom settings with just one control
- Subsequent adjustment of presets
- Controlling Lightroom section-wise
- Quick removal of undesired effects in a preset
- A clean preset library, since every preset only has to be saved in one intensity level
- Saving time while adjusting looks

**Video-Tutorial:** <https://www.picture-instruments.com/products/tutorials.php?id=27>

### **Embed code Youtube:**

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/2sAMCd9y3c8"
frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-
picture" allowfullscreen></iframe>
```

### **Embed code Vimeo: Vimeo:**

```
<iframe width="640" height="564"
src="https://player.vimeo.com/video/395153321" frameborder="0"
allowFullScreen mozallowfullscreen webkitAllowFullScreen></iframe>
```

## **General Information**

### **Host-Software**

Preset Adjust, Skin Tone Adjust and Section Adjust are available as a plugin for Lightroom. The plugins work with Lightroom version 6 and newer. You need the classic version of newer Lightroom versions, since the plugins aren't supported in the cloud version.

### **Trial / Download**

The plugins can be downloaded via the "Try | Download" button on their product page: [www.pic-in.de/presetadjust](http://www.pic-in.de/presetadjust), [www.pic-in.de/skintoneadjust](http://www.pic-in.de/skintoneadjust), [www.pic-in.de/sectionadjust](http://www.pic-in.de/sectionadjust). For testing, the "Simple Adjust" slider can be installed, which can be used without any activation. You have to buy a license for activating the other three plugins.

### **Prices and availability**

Each plugin license is available at \$15 plus VAT if applicable and can be purchased in the manufactures online shop:

[www.pic-in.de/presetadjust](http://www.pic-in.de/presetadjust)

[www.pic-in.de/skintoneadjust](http://www.pic-in.de/skintoneadjust)

[www.pic-in.de/sectionadjust](http://www.pic-in.de/sectionadjust)

### **Contact us**

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

Link to the press page: [www.picture-instruments.com/company/press.php](http://www.picture-instruments.com/company/press.php)