

LUCID

Pictures as perfect
as the moment



Benefits

You don't have to be a pro photographer, own an expensive camera or spend hours editing to get great photos. Lucid is an easy to use desktop application that makes your pictures look as perfect as the moment - in no time flat.



A PICTURE IS WORTH A THOUSAND WORDS

But when it comes to your photos, there are some words you never want to hear...

Like dull, dark, or flat (or worse, the dreaded 'yellow teeth' or 'you look tired' moment). Lucid is designed to make your pictures perfect without the work or complicated software. Now, you can spend more time capturing those special memories and less time worrying they won't turn out.

LUCID KNOWS WHAT'S WRONG - AND HOW TO FIX IT

Ever wonder why those vacation and special family photos never look as good in a photograph as they did in real life?

Even the best cameras have their limitations. But Lucid's got your camera all figured out. With your choice of 8 automatic

presets, Lucid applies up to 17 corrections with just one click – bringing out the natural beauty in every photo. Just open up Lucid, drag and drop the photo you want to perfect, choose the 'fix' you need and watch the magic happen!

How does an easy-to-use product get such great results? It's powered by Perfectly Clear – patented image correction technology that's used over 30 million times a day by professionals and large labs around the world.

Feature List

Who says perfection is hard work?

8 PRESETS - ONE CLICK TO PERFECTION

Same presets as our award winning Perfectly Clear Plug-ins:

Details: perfect for all photos

Vivid: for when you want a little more pop to your photos

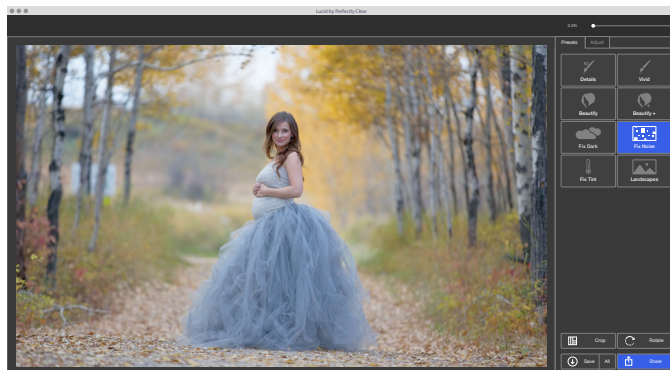
Beautify and Beautify +: Accurate, flattering correction for perfect portraits and selfies.

Fix Dark: for really dark and backlit photos

Fix Noise: removing the ugly noise and pixilation that occurs in high ISO and nighttime photo

Fix Tint: for photos that have an ugly color cast

Landscape: bring out the color and pop in nature





12 powerful sliders for fine tuning

A. Necessary Core Corrections

- ✓ Perfect Exposure
- ✓ Color Vibrancy
- ✓ Tint Removal
- ✓ Noise Removal

B. Beautify: making it easy to look your best

2) PORTRAIT ENHANCEMENTS

- ✓ Skin tone
- ✓ Perfectly Smooth
- ✓ Blemish removal
- ✓ Face Contouring
- ✓ Teeth whitening

3) EYE ENHANCEMENTS

- ✓ Eye enhance
- ✓ Dark circle removal
- ✓ Auto red-eye
- ✓ Crop (non-destructive) or rotate your images quickly and easily
- ✓ Correct one image at a time – or automatically correct thousands at once

- ✓ Print to your home printer
- ✓ Mac only - Share with Facebook, Flickr, Twitter and more
- ✓ Mac App only: Supports extensions
- ✓ Languages: English, Spanish, French, German, Dutch and Portuguese/Brazilian

Who's it for?

Lifestyle photography enthusiasts who want all their photos to look their best without a lot of work. Lucid works magic on all types of photos – family vacation, portraits, selfies – and all other special moments in between. Compatible with Windows and Mac.

Screen shots – not sure how many you want/we have room for, but I suggest the below. Shows us fixing for:

- ✓ Tint (child)
- ✓ Dark (child)
- ✓ Beautify (mom, non-model)
- ✓ Flat & dull (child)
- ✓ Landscape
- ✓ +Adjust screen - with sliders and split before/after



Pricing

Lucid Desktop is priced at \$49 USD for both Mac and Windows.

Launch special of \$29 for a limited time.

Lucid Desktop can be purchased directly from hellolucid.com or from App Store (coming soon).

