Automatic photo editing and color management workflows with SoftColor Automata

January 2017

SoftColor Oy  www.softcolorsoftware.com
TOPICS

• SoftColor’s image editing workflow automation software
• Automatic color / tone correction and grading
• Photo workflow automation with SoftColor Automata
DEMOS

• Getting started with Automata hot-folder workflows

• Automatic color correction and color management workflows

• Editing photos inside PDFs

• Multi format (RGB/CMYK/GRAYSCALE) photo editing and color management workflows automatically
SoftColor Oy

- Founded 2005
- Image editing workflow automation software for Windows
  - Automata Pro
  - Automata Server
  - PhotoEQ
- HQ: Joensuu, Finland

FASTER, EASIER AND AFFORDABLE PHOTO WORKFLOW AUTOMATION
GET PICTURE PERFECT PHOTOS AUTOMATICALLY
BY
SoftColor SpectralAI Technology
SoftColor SpectralAI

Automatic Color / Tone Correction and Grading
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<th>LAYER BASED IMAGE EDITING</th>
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<td><strong>EDITED PHOTO</strong></td>
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You have a total control to all tune automatic image editing tools.
Full control to all automatic tools
SOFTCOLOR AUTOMATA

A

AS

PRO / SERVER
• PRO (Desktop) / Server
• Hot-Folder Workflows
• Works with digital image and RAW formats
• Edit images inside PDFs
• Automatic color / tone correction and grading
• Selective color adjustments (skin tones / greens / blues)
• Color management (RGB -> CMYK / CMYK -> RGB / GRAYSCALE)
• Image editing tools
• File logistics
• Unlimited workflows (running parallel on the background)
• LOG-files
What photo editing you can do automatically:

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<th>Color management</th>
<th>Resize tools</th>
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<tr>
<td>• White balance</td>
<td>• Convert / assign profile</td>
<td>Resampling tools (dpi)</td>
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<tr>
<td>• Exposure &amp; Contrast</td>
<td>• RGB/CMYK/GRAY</td>
<td>Automatic cropping</td>
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<tr>
<td>• Dynamics enhancement</td>
<td>• Color management uses 32 bits precision for processing and support v4 and v2 profiles.</td>
<td>Noise removing</td>
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<td>• Luminosity correction</td>
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<td>XMP-metadata</td>
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<td>• Color cast correction</td>
<td>• Curves tool</td>
<td>Watermarking</td>
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<td>• Dark and light color reconstruct (dark / light clipping)</td>
<td>• Import / export Adobe Photoshop curves</td>
<td>Use 3rd party software / scripts with Automata workflows</td>
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<td>Color Grading</td>
<td>• Un-Sharp masking</td>
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<td>Selective color adjustments</td>
<td>• Automatic adaptive sharpening</td>
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<tr>
<td>• Skin tones / greens / blues (memory colors)</td>
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Easy to use professional tools
HOT FOLDER PHOTO EDITING WORKFLOWS
• Hot-Folder based batch processing
• Unlimited workflows, create as many as you want.
• Automatic processing on the background
• Full parallel processing support
• Multiple workflows for same folders (input or output)
• You can loop workflows

*First workflow output is input for second workflow*
Each Automata workflow is own separate process. Full multicore and multiprocessor parallel processing supported.
Automata check automatically if there is new or edited files inside input folder. Those files will be processed automatically.
AUTOMATA PHOTO
EDITING WORKFLOW
AUTOMATA WORKFLOW

INPUT FOLDER
- HOT FOLDER
- FILENAME
- FILETYPE
- CMYK GRAYSCALE FILES

INPUT FILE FILTERING

PHOTO EDITING TOOLS
- AUTOMATIC ENHANCEMENTS
- COLOR / TONE
- COLOR MANAGEMENT
- IMAGE EDITING

OUTPUT FOLDER
- PDF

FILE LOGISTICS
- MOVE / DELETE / COPY / DUPLICATE

LOG FILES / STATISTICS
- LOG FILES / PROCESSING DETAILS

FILE LOGISTICS
- MOVE / DELETE / COPY / DUPLICATE
OPEN WORKFLOWS FOR YOUR OWN PHOTO TOOLS
PRE AND POST PROCESSING COMMANDS

Windows applications / shell scripts / PowerShell scripts

- Custom plugins
- Editorial system integrations
- Custom file format support
- FTP / SFTP / NETWORK OPERATION (REST-API)
AUTOMATA WORKFLOW - PRE / POST PROCESSING

INPUT FOLDER
- HOT FOLDER
  - PDF
  - Image
- PREPROCESS COMMAND

INPUT FILE FILTERING
- FILENAME
- FILETYPE
- CMYK
- GRAYSCALE FILES

PHOTO EDITING TOOLS
- AUTOMATIC ENHANCEMENTS
- COLOR / TONE
- COLOR MANAGEMENT
- IMAGE EDITING

OUTPUT FOLDER
- POST PROCESS COMMAND
  - Image

FILE LOGISTICS
- MOVE / DELETE / COPY / DUPLICATE

LOG FILES / STATISTICS
- LOG FILES / PROCESSING DETAILS

FILE LOGISTICS
- MOVE / DELETE / COPY / DUPLICATE
Both applications have the same workflow tools and features.

- Server is a multi user server application.
- Server is running as a Windows Service.

- Pro is a single user desktop software.
- Pro is running as a current user process.
DEMO TIME!
1. GETTING STARTED WITH AUTOMATA WORKFLOWS
2. AUTOMATIC COLOR AND TONE CORRECTION WITH COLOR MANAGEMENT
INPUT FOLDER
E:\INPUT_ALL\n
WORKFLOW RGB
AUTOMATIC ENHANCER (color + tone)
CMS: CONVERT TO sRGB
Filename suffix = _RGB

WORKFLOW CMYK
AUTOMATIC ENHANCER (color + tone)
CMS: CONVERT TO isoNewspaper
Filename suffix = _CMYK

OUTPUT FOLDER
E:\OUTPUT_ALL\
3. PROCESSING IMAGES INSIDE PDF AUTOMATICALLY
4. RGB/CMYK/GRAYSCALE PHOTO WORKFLOW AUTOMATION
INPUT FOLDER E:\INPUT_ALL\n
1. RGB WORKFLOW
   SKIP CMYK
   SKIP GRAYSCALE

CMYK INPUT E:\INPUT_CMYK\n
2. CMYK WORKFLOW

GRAYSCALE INPUT E:\INPUT_GRAY\n
3. GRAYSCALE WORKFLOW

OUTPUT FOLDER - E:\OUTPUT_ALL\
SUMMARY
AUTOMATA PRO / SERVER

- Photo enhancement, image editing and color management workflow automation
- SpectralAI technology for automatic color correction and grading
- Digital images, camera RAW and PDF support
- Hot-Folder workflows
- File logistics automation
- Open workflow architecture for 3rd party software
FREE TO TRY!

Get **fully working 10 day trial**:

**PRO:**
softcolorsoftware.com/automata

**SERVER:**
softcolorsoftware.com/server
FAST, EASY AND SECURE TO BUY

https://softcolorsoftware.com/store

AUTOMATA PRO

$199

AUTOMATA SERVER

$899

Note that this is a single payment (not a recurring subscription).
THANK YOU!

Questions & feedback:
Email: automata@softcolor.fi
www.softcolorsoftware.com