Intelligent Image Correction
for the Smart Printing Business

Perfectly Clear
By Athentech Imaging

Perfectly Clear | LAB

Grow your business with intelligent image correction

Save time and money with fast, automatic and intelligent image correction that delivers amazing results and uses powerful and proven science to correct images. Your customers deserve the best. After all, without science, it's only software!

1. Proven Results...Saving Time & Money

Over 20 million prints are corrected every day by Perfectly Clear in the photo market and over 7 million people already love and use Perfectly Clear on their mobile devices worldwide.

Intelligent Image Correction means hands-free automation, eliminating time-consuming manual intervention and improving the consistency of your output. Automation you can trust, leaving you to spend your precious time and money on other important matters.

2. Easy to install & Use

Perfectly Clear LAB is hot folder software that installs within a few seconds. There is no need for additional hardware as it can install in any Windows system, and it is simple and effortless to incorporate in your workflow. Perfectly Clear LAB is designed to run automatically, processing thousands of images per hour. Now you can focus on growing your business while trusting the proven quality that Perfectly Clear delivers.

Without science it's just software

3. Real Color Photography®...
backed by powerful science

The corrections are accurately beautiful and this was not easy to do. We've spent 11 years of Research and Development, resulting in over 10 patented algorithms that deliver stunning quality. Our scientific approach mimics the physics principals of light – the same way the human eye captures light. We correct each pixel independently – it is as if your 21 megapixel photo was taken with 21 million separate apertures. The images are corrected automatically—but only when it's required!

At Athentech we are continuously looking at new ways to reduce or eliminate photo imperfections so that your customers can enjoy beautiful memories for ever.

Original | Perfectly Clear

Original | Perfectly Clear

The problem with a single aperture: under and over-exposure

How Perfectly Clear solves the single aperture

Perfectly Clear | LAB

What can Perfectly Clear do for me?

Perfectly Clear will save you time and money while you delight your customers. Our customers report 85% reduction in editing time and more than 300 % reduction in real time to process images. You will also eliminate the need to train people or worry about turnover of personnel. Customers have reduced their editing staff by more than
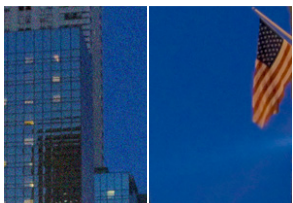

01 Perfect Exposure

We correct the exposure pixel by pixel, never damaging your image while always maintaining your color DNA.
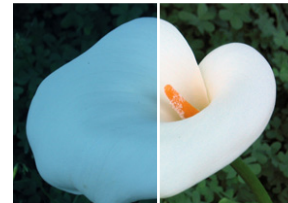

02 Color Vibrancy

Due to the linear nature of the digital sensor, digital photos often appear washed out and faded – like they've been left out in the sun. We fix that.

03 Noise Removal

Automatically detects noisy images and removes noise while keeping the details. Noise at ISO 1600 is effectively reduced to ISO 200-400 levels

04 Tint Removal

We remove those nasty tints from various light sources.

05 Depth (Contrast)

Our medical imaging technology creates photos with lots of depth or "punch" to them.

06 Sharpening

Artifact free sharpening for crisp photos showing the detail.

"Our customers demand image enhancement and it is costly to do it manually. Using Perfectly Clear LAB has been instrumental in keeping up with the volume of images we process. Easy to incorporate, it delivers a fast and exceptional correction."

Perfectly Clear LAB customer in UK.

half and improved the consistency of the quality delivered. This also translates in significant savings to your training budget, reduced waste, and improved order turn around (from 3 days to 1 day). Your operation will be efficient and your people can spend less time correcting and more time creating the story behind the picture!

The Value of Presets: Presets allow you to combine the corrections that are necessary to meet your unique market needs. The presets are easy to adjust and deliver the optimum balance between all the corrections to achieve amazing results. You can then save this to your own custom preset and apply automatically to thousands of images. Perfectly Clear LAB comes with several default presets for various situations that are recommended starting points based on our worldwide market experience.

07 Skin Tone
Remove infra-red captured by the camera but not seen by your eye.

08 Light Diffusion
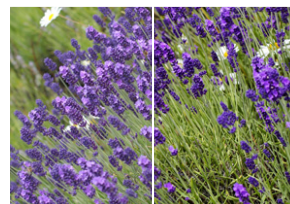**Create a softer, warmer look, designed for portrait photos.**

09 Red-eye removal
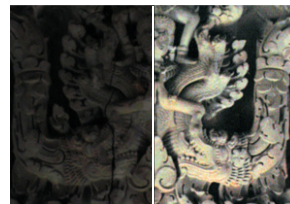**Automatically detects and removes red-eye. Enough said.**

10 Color Fidelity
Ensure the proper purples and greens are in your photos as your camera has a challenge properly capturing these colors. Try it out on a FedEx box or purple dress!

11 Color - Vivid
Add an accurate color boost to your photos.

12 Dynamic Range
Automatically ensures you have the full range of exposure.
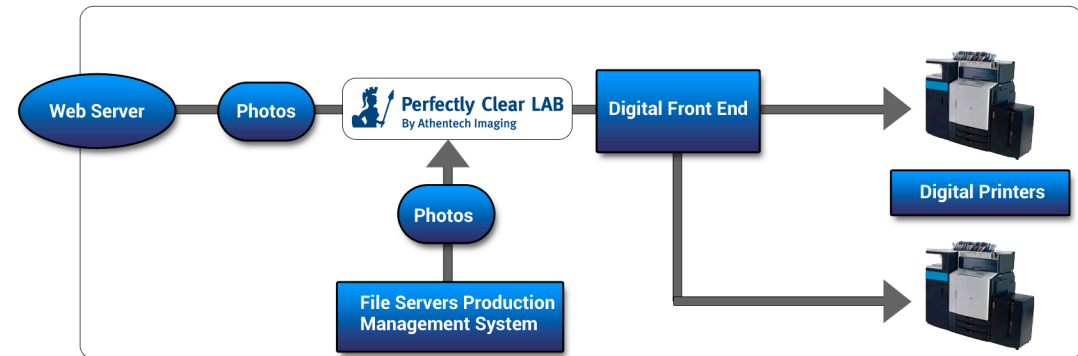
Perfectly Clear | LAB

Getting started couldn't be any simpler.

Easy implementation that is light on your system and on your pocket book.
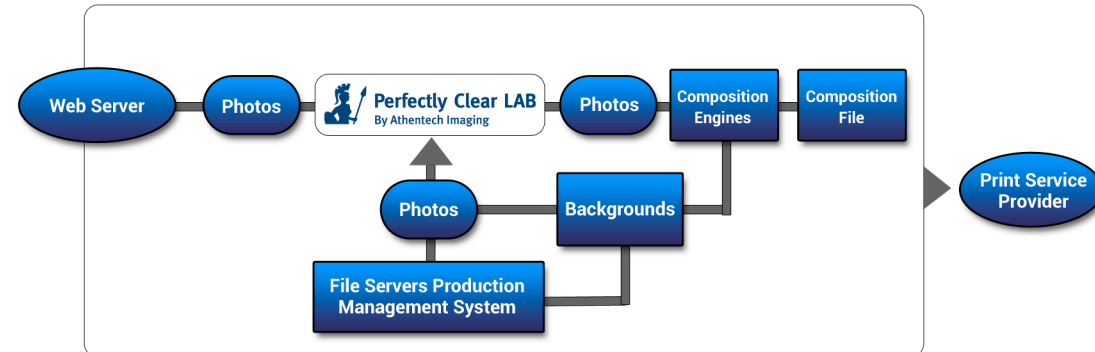
Whether you have a web service or printing workflow, the software is easy to install and use. When the software is running, the folders are "live", meaning that as soon as photos (or folders) are copied or sent to any of the "In" folders, the photos will be detected, processed, and the corrected photos will be saved in the corresponding "Out" folder. You have the option to save the original picture depending on the settings that you've chosen.

The software should be installed early in the process (see diagrams), right after the images are received into your workflow. That way the correction will be applied before you do any additional work. Perfectly Clear does not change any data attached to the image (like color profiles), so your workflow and product information remains the same, except for the changes made to correct the image.

Print production environment

Web services workflow

"We observed that with digital cameras, people….
are discouraged by the low quality and decide not to print them….
You must show a corrected picture…. to motivate the customer
to order prints. You are going to get more orders this way."

Perfectly Clear licensee in Europe.

Save Time and Money

Incredible speed and amazing quality.

Depending on the size of your photos and computer processing power, you can process thousands* of images per hour.*

Speed for processing images is dependent on 3 main factors:
   1) Number of pixels in your image
   2) Number of threads your computer has
   3) Amount of RAM on your computer

Perfectly Clear analyzes and processes every pixel in the image. As a result speed is linear to the number of megapixels. That is, a 10 megapixel image will take twice as long to process as a 5 megapixel image. The following graph shows the total time for various image sizes and the impact on speed using the Vivid Preset on 3 different computers (each with a different number of threads)
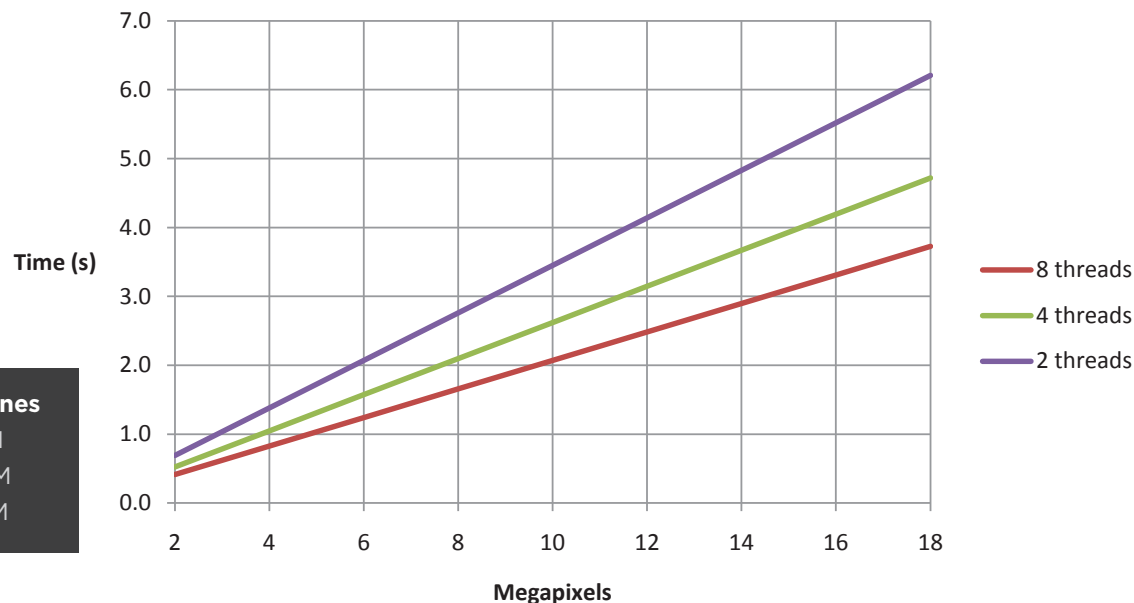
*Approximately 1500 - 10 MP images, or 2800 - 5 MP images

All of the timing tests shown below were done on the following 3 machines
   i) 4 core, threaded to 8, 2.93 GHz i7 - Windows 7, 32 bit, 3 GB of RAM
   ii) 2 core, threaded to 4, 2.67 GHz i7 - Windows 7, 64 bit, 8 GB of RAM
   iii) and 2 core, 2 threads 2.67 GHz i7 - Windows 7, 32 bit, 3 GB of RAM

The average time of Perfectly Clear LAB is 0.21 – 0.34 seconds per megapixel

Speed Comparisons (Vivid Preset)

Time (s)

— 8 threads
— 4 threads
— 2 threads

Megapixels

Relax. We've done this before.

Perfectly Clear is flexible and adaptable to every situation. We have set up a streamlined process that covers any issues you may have while installing and customizing Perfectly Clear for your workflow.

Perfectly Clear LAB Trial Download

The best way to learn about Perfectly Clear LAB is to try it for yourself! You can download a full working version of Perfectly Clear LAB at **www.athentech.com/lab**

Also included in download:

Test Images

We have put together a comprehensive collection of images that will give you a great range for your testing. Images are included in your download.

User Manual

This manual will cover everything from system requirements and set-up to fine tuning and trouble shooting.

"We tried and tested a variety of image enhancing software solutions before making our decision. It was the speed of the correction that impressed me. When you have high volumes of photos to correct you need a solution that gets the job done instantly"

Perfectly Clear licensee in Netherlands.

Support Team

We're here to help! If you have questions throughout the set-up or even down the road our team is here to provide you with personalized technical support.

Athentech
IMAGING INC.

For your free trial please contact:
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