

Press Release Aug 24th, 2021

## New Lightroom plugin creates looks at the push of a button

*The right look turns even snapshots into extraordinary images. Now you don't have to push the controls forever or click endlessly through your own filter library to find the right look for an image. The new Creative Looks plugin for Lightroom inspires at the push of a button so that professional image results are achieved with ease.*

### Endless inspiration for looks in Lightroom

With a mouse-click, the Creative Looks plugin applies an infinite number of looks to the selected image using intelligent algorithms. If you like a look, then you can either apply it directly to the image or simply save it in one of the ten buffers, from which it can be retrieved at any time.

### Plugin's own controls for precise fine tuning

Apart of the automatic look creation, the plugin offers its own controls for the key elements of modern image editing. Elements such as sky blue or plant green can be specifically edited with only one slider each. Working with complementary contrasts is also simplified by the plugin.

### Flexible and non-destructive

All functions of the Creative Looks plugin control Lightroom's own parameters, which allows you to customize the created looks subsequently or save them as presets. This way the plugin integrates perfectly into the workflow and supports you creating looks in a fun way.



## **Website**

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

## **Teaser**

YouTube: <https://youtu.be/QeQ8g2hyEds>

## **Tutorial**

YouTube: <https://youtu.be/HvnNVSCC8oc>

## **Host-Software**

Creative Looks is available as a plugin for Lightroom. The plugin works with Lightroom version 6 and newer. You need the classic version with the current Lightroom version, because plugins in general aren't supported in the cloud version.

## **Trial Version | Download**

The Lightroom plugin can be downloaded from the product page via the "Test | Download" button: [www.pic-in.de/creativelooks](http://www.pic-in.de/creativelooks). The trial version includes all functions, with the restriction that the created look is discarded again when the plugin is closed.

## ***To receive a free press license, send an email to:***

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

## **Prices and availability:**

The plugin license costs \$49 (+VAT if applicable) and is available via the Picture Instruments online store: [www.pic-in.de/creativelooks](http://www.pic-in.de/creativelooks).

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

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

## **Contact**

Picture Instruments, Robin Ochs, Wiesenstr. 51, D-51371 Leverkusen

[press@picture-instruments.com](mailto:press@picture-instruments.com), Tel. +49(0)2173 - 29 789 30