Elpical redefines automated image enhancement with the launch of Claro V12

Claro, the industry's leading image enhancement solution, blends powerful new features and artificial intelligence to produce an application for the next generation of image toning requirements.

Giesbeek, The Netherlands, February 25th, 2020 - Elpical Software announces the release and immediate availability of Claro v12.

Elpical's Claro is the standard in automated image enhancement for all forms of image publishers around the globe - newspapers, magazines, retailers, brand owners, photobooks, agencies and more.

Elpical are dedicated to developing the most technologically advanced and exceptional solutions for image publishing workflows. Complementing the powerful Claro engine with best of breed AI technologies, Elpical has created a new standard for automated image enhancement.

Claro V12 expands to 3 core engines:

1. ENHANCE – Extensive new image processing operations and improved functionalities makes the image look even better, automatically

2. VISION – Integrates Google's Vision AI engine providing extensive image understanding, automated metadata creation and image specific toning capabilities

3. REMOVE - Blends Remove.bg's stunning background removal technology into Claro workflows creating accurate, editable cutouts and clipping paths in seconds

CLARO V12   **CLARO V11**   **ORIGINAL**

1. ENHANCE

New Toning Functionality Includes:

Brand Colours - Detection, protection and correction to defined brand standards
Selective Colour Correction – Precise colour corrections to specific colour channels
Mid Tone contrast control – Individual control for contrast in the mid-tones
New Colour Balance engine – Superior colour cast identification and manipulation
Minimum Edge Dot Creation – Creates a defined edge to the image

Extended Toning functionality:

Advanced highlight contrast controls
Advanced noise filtering & reduction
Enhanced Skin Tone recognition engine

2. VISION

Google's Vision AI provides industry leading accuracy for image understanding. Claro utilizes this data to provide a wide range of benefits to an image:

- Truly intelligent, decision based toning and enhancement
- Standardized keyword generation & addition to the image's IPTC metadata
- Improved search engine rankings and increased conversion rates from:
  Image SEO – Filename automatically appended with keywords
  Image Enhancement – Increased click throughs and conversion rates
  Optimal Image Size – Full & Thumbnail images resized for website requirements
  File Format selection – optimize website loading times with correct image format

3. REMOVE

The 'holy grail' of the photoshop department, automated clipping paths and cutouts, is now a reality within Claro.

Blending Remove.bg's industry leading background removal software into the Claro workflows, users quickly receive an editable layered psd file suitable for all requirements. Save time and money and realign the photoshop team's focus on more creative work.

Availability
Claro 12 is immediately available.
Trial versions can be downloaded
via www.elpical.com

Press Contact:
Elpical
Jessica Brinkert
jessica.brinkert@elpical.com