

XChange Int'l Announce New Permanent Press Filter Plug-in

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XChange International is pleased to announce the release of the new Permanent Press filter for Photoshop. Users can create professional quality vintage offset printing and ink effects with any design, photograph, type treatment or image with the powerful and easy-to-use Photoshop plug-in GUI interface. Users have the ability to take any design, photograph, type treatment or image and transport it to another time and aesthetic.

London, UK - XChange International, the source for extended technology worldwide, are pleased to announce the release of the new Permanent Press filter for Photoshop. Users can create professional quality vintage offset printing and ink effects with any design, photograph, type treatment or image with the powerful and easy-to-use Photoshop plug-in GUI interface. Users have the ability to take any design, photograph, type treatment or image and transport it to another time and aesthetic. Permanent Press can make any photo look like an authentic CMYK reproduced printed image or turn it into a stylised illustration.

Users can make their line art images into something memorable and dynamic with Permanent Press whether they want it to look like it was printed on a matchbook or simply pulled off a vintage advertisement. It lets users select from Palette Mode for a custom spot colour palette or CMYK Mode to create a halftone offset printed effect. All ink colours are automatically calculated by the plug-in initially and are easy to edit, giving users full control over how much or little detail they want the plug-in to capture from the original image.

Just like a real offset printing press, users are given complete control over their ink. Ranging from its viscosity to the texture of their ink, Permanent Press puts users in control of these settings with amazing acuity. Wetter ink will spread and drier ink will result in less coverage. Users can apply an authentic surface texture to any ink plate that they're working with. It's easy to select an Ink Texture from the drop down menu in the GUI or simply select No Texture if they wish to work with solid colours only. Ink Textures can be applied globally to all ink plates simultaneously or applied to each individual ink plate making it easy to combine Ink Texture effects or to alternate ink plates without Ink Textures.

With Permanent Press users can create and apply their own tileable textures and it is easy to change the scale of the ink texture as well as the intensity of the ink texture effect depending on the user's preference. Just like a real offset printing press, users are also able to adjust the position of the printing plates including their offset, rotation, and trapping. Users can also control the rotation of any plate up to 20 degrees in either direction for a vintage offset feel revealing the paper colour beneath. The Ink Plate Trapping control allows users to either Starve or Gain an individual ink plate and cause the ink to spread or choke depending on how much trapping they wish to allow per plate. Users not only have control over their plates with exacting precision, but also have the flexibility to apply any of the Plate Effects to a single plate or all of them.

While many of the Halftone controls provide a wide array of options, the Halftone Amount gives users control over how much Halftone to allow versus a straight 50% threshold conversion. Users can force gradients to solid colours or blend them with a custom halftone and can adjust the scale to individual or all ink plates.

Users can also apply one of five classic halftone dot patterns to an image, each applying its own unique look and feel and can even adjust the angle of each halftone ink plate to render true CMYK effects. There are multiple effects that combine to create the realistic

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look of genuine offset press printing and each Press Effect control can be combined. For edge effects, users can start with the Edge Roughness control to make edges smooth and silky or rough and tumble. Permanent Press lets users control not only the width of the Edge Starve but also the opacity of this area saving hours of time.

The Pressure Effects control the direction the plate is coming down onto the surface of the paper as well as the force and Permanent Press provides powerful GUI controls that allow users to adjust the direction the pressure is strongest. The ink edges will respond to changes in the direction of pressure and adjust accordingly producing a very convincing effect.

Permanent Press has been developed and tested for use with Adobe Photoshop CS2, CS3, and CS4 as well Adobe Lightroom and Photoshop Elements 4.0 or higher. It is compatible with Intel Macintosh systems as well as non-Intel PPC Macintosh systems using OS X 10.4 and higher. Permanent Press for Windows is also compatible with earlier Windows and Adobe releases as well as the following image editing applications: ACD Photo Editor, Corel Photo-Paint 13, Corel PaintShopProX, Just PaintShopPro 8, Xara Picture Editor 3, GIMP 2, Ulead PhotoImpact and Macromedia Fireworks 8.

Permanent Press is available now through XChange International via electronic delivery worldwide. To order, or for more information, users can visit the website, or call on +44(0)20 7490 4455 during UK business hours.

XChange International:
<http://www.xchangeuk.com>

Permanent Press Image Filter:
http://www.xchangeuk.com/pd/detail/PRMPPI201H01/permanent_press_image_filter.html

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