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NEW GUIDE SHEDS LIGHT ON WORKING WITH DIGITAL PHOTOS

Recognized experts in field share their tips for producing professional quality images

June 6, 2006, San Francisco—Ansel Adams wouldn't have surrendered his negatives, but countless digital photographers surrender their images to their cameras' built-in image converters. **The Art of RAW Conversion: How to Produce Art-Quality Photos with Adobe Photoshop CS2 and Leading RAW Converters** (No Starch Press, June 2006, http://www.nostarch.com/art_of_raw.htm) demonstrates how to regain creative control of photos by working directly with the RAW file format.

The Art of RAW Conversion is a practical and beautifully illustrated guide that explains the advantages of working with RAW files (the digital equivalent of film negatives) and how to use several leading RAW converters to create the best digital image from each shot. Mixing clear explanations with striking photographic examples, this new book covers today's most popular and innovative RAW converters (such as Camera RAW, RawShooter, Lightroom, and Aperture) and how to get optimum results from each. Authors Uwe Steinmueller and Jürgen Gulbins are both successful fine art photographers who are considered among the foremost authorities on digital imaging.

Highlights of **The Art of RAW Conversion** include:

- Techniques for calibrating a digital camera to work with RAW files
- How to get the best results from the leading RAW converters and when to use each
- Tips for effective color to black-and-white conversion
- Coverage of basic color management and batch processing
- Sections on Apple's Aperture and Adobe's Lightroom

"This title proves that a computer book can be breathtakingly beautiful and thoroughly useful at the same time," said Bill Pollock, founder of No Starch Press. "When you see the authors' gorgeous photographs, you can't help but be inspired to apply the techniques described to improve your own images."

Whether amateur or professional, readers of **The Art of RAW Conversion** will go beyond mere point-and-shoot photography to achieve art-quality results with their digital cameras.

Additional Resources:

Table of contents: http://www.nostarch.com/art_of_raw_toc.htm

Sample chapter: http://www.nostarch.com/download/art_of_raw_ch1.pdf

Galleries of authors' work: <http://www.californiaplaces.com/>,

http://www.outbackphoto.com/outbackphoto_db/t_photos.php?DispPortfolio=1

ABOUT THE AUTHORS: Uwe Steinmueller has been active pioneer of RAW file processing and digital workflow. The founder of the online magazine *Digital Outback Photo* (<http://www.outbackphoto.com/>), he has been a photographer since 1973, and has exhibited internationally for almost 30 years. He focuses on RAW file processing, digital manipulation, and printing. Jürgen Gulbins is a prolific author who has written and translated more than 25 books on topics including digital photography and computers. He also gives tutorials on Adobe Photoshop, digital photography, and color management.

The Art of RAW Conversion: How to Produce Art-Quality Photos with Adobe Photoshop CS2 and Leading RAW Converters

by Uwe Steinmueller and Jürgen Gulbins

June 2006, 240 pp., 4-color, \$39.95, 1-59327-067-4, http://www.nostarch.com/art_of_raw.htm

Available at fine bookstores everywhere, from www.oreilly.com/nostarch, or directly from No Starch Press (www.nostarch.com, orders@nostarch.com, 800.420.7240).

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