

On1 - Focused on Photography at www.on1.com

A personal view,
by a Photo 10 User.

Who are On1?

- On1, inc. was founded in 2005, and is based in Portland, Oregon, USA.
- On1 gives away a range of Freebie/Taster Products, via it's website.
- On1 makes a range of photo enhancing products, which can be bought individually or all together as On1 Photo 10.
- On1's products are designed to 'play nicely' / 'integrate' with Adobe's products.

What Can't it Do?

- Pictorial composition must be 'in camera'.
- Unlike Photoshop, Photo 10 is not designed for Graphic Designers. So you: can't produce documents; can't use drawing and stamp tools; can't add text and diagrams; and you can't distort.
- However, the masking tools are very good, but edge selection tools rely on colour differences. *(Great for selecting a blonde on a brown background, but not with a brunette on a brown background).*

Who is it aimed at?

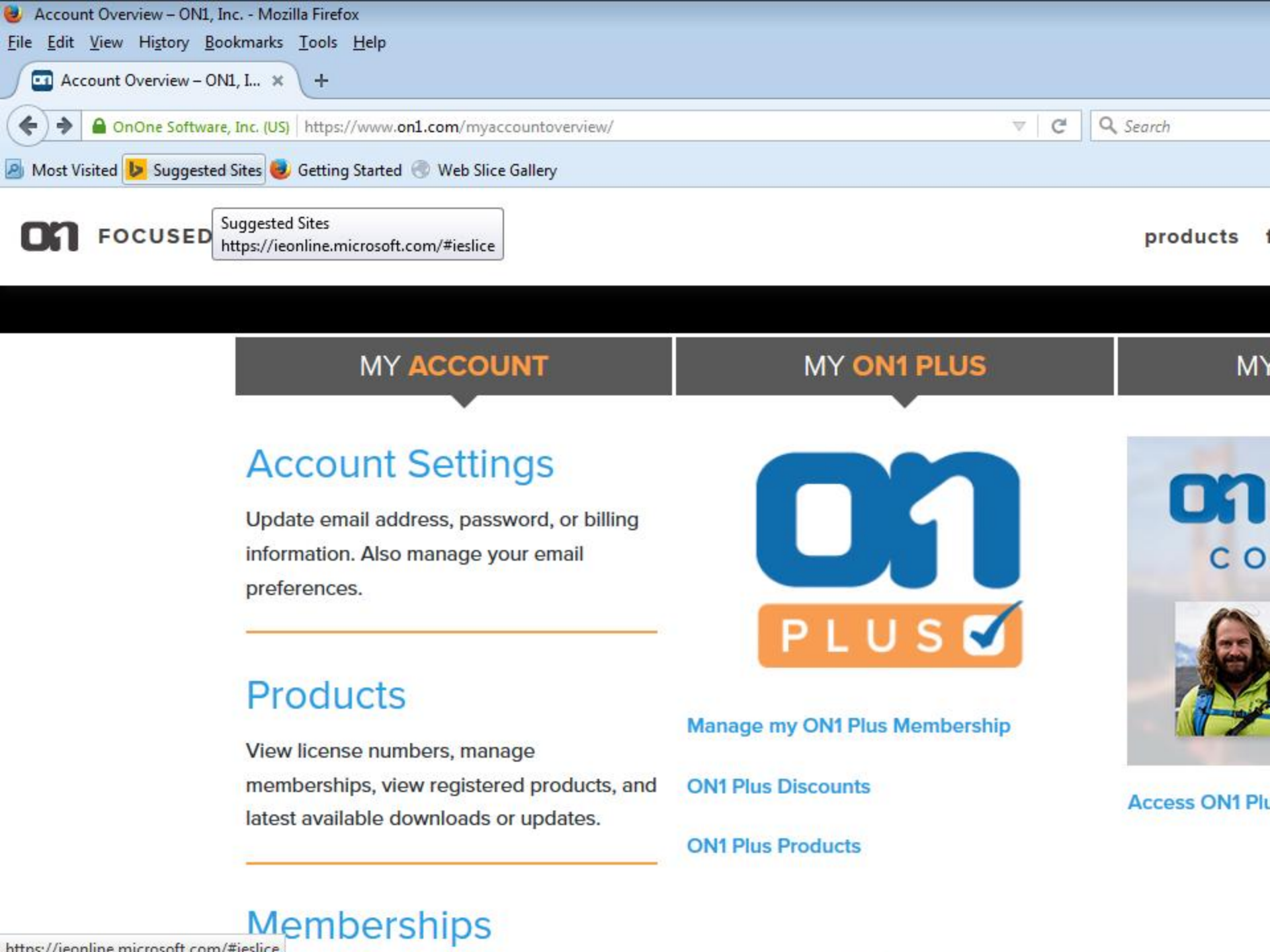
- **Professional Photographers.** i.e. people who need good results as fast as possible, because their time really is money.
- **If you start with a well composed and well exposed image.** Then Photo 10 can be used to:
 - enhance portraits;
 - resize images;
 - clone out distractions;
 - add a little polish; and/or
 - perhaps go completely ‘American’?

Upgrade from 9.5 to 10.

- If you have used 9.5, then there are no new features in 10.
- The difference between 9.5 and 10 is in improvements to:
 - Stability;
 - Layout; and
 - Novice friendly functionality. (i.e. the more of the complex adjustment controls are hidden in 'secret menus').
- In my opinion, the upgrade to 10 from 9.5, was worth every cent.

How much does it cost?

- There are free versions available from the website. As you would expect, these are either ‘time limited’ or ‘functionally restricted’ versions.
- Currently, ‘On1 Photo 10’ = **110 dollars**.
- Currently, ‘On1 Plus’ = an extra **40 dollars**, which buys:
 - access to a coaching web site;
 - training videos;
 - live web casts; and
 - regular software updates.



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