ON1 Announces the ON1 Pro Brand and Lightpanel: The First AI Assistant that Fully Works Inside Adobe Lightroom Classic

Portland, OR — December 16, 2024 — ON1, a leader in developing photo editing software applications, is excited to announce Lightpanel under their new ON1 Pro brand. The new ON1 Pro brand will deliver products and solutions that address challenges in professional photography workflows. With over two decades of expertise and dedication to innovation in the photo editing space, ON1 Pro is poised to enhance professional photography workflows by delivering cutting-edge AI technologies, streamlined workflows, and features designed to meet the demands of professionals. ON1 aims to redefine what professional photographers can accomplish by leveraging AI to deliver unmatched speed, consistency, and efficiency throughout every stage of their post-processing workflow.

The first product under this brand, Lightpanel, will use AI-driven features that allow professional photographers to cull, review, and edit thousands of photos directly inside Lightroom Classic in a fraction of the time. Because of ON1’s twenty years building plugins for Adobe, they can deliver an integrated experience like no other app. Together, Lightroom Classic and Lightpanel promise to be a game-changing combination for portrait and wedding photographers along with other photographers who deal with high volume photography.

World renowned Adobe educator, Scott Kelby, has also given high praise for Lightpanel. “ON1 has a major hit on their hands. I think the real magic is how they integrated Lightpanel into the portrait and wedding photographer’s existing Lightroom workflow. Instead of making everyone re-learn an entirely new workflow with another product, they are supercharging the workflow we already have and cutting our workload in half.”

**Key Features of ON1 Lightpanel**

* AI-Driven Smart Culling: Automatically groups similar photos, identifies the sharpest images, flags when photos are blurry or have closed eyes, and enables quick zoomed-in face comparisons—perfect for large batches of photos.
* AI-Driven Smart Editing: Makes intelligent tone and color adjustments tailored to the context of each photo. Photographers have easy control to tune the results to their personal taste. It can also perform portrait retouching, darken backgrounds, and make the subject pop by automating complex tasks in Lightroom. It can learn your stylization look and adapt it for each photo. You can even download a range of looks from other top photographers.
* Job and Order Tracking (Coming Soon after initial release): Tracks clients and jobs, as well as creating and fulfilling orders directly alongside Lightroom photos, streamlining both creative and business tasks.

"Lightpanel will be used directly inside Lightroom Classic, cutting the most time-consuming tasks—culling and editing—in half without requiring photographers to use multiple apps," said Dan Harlacher, VP of Product at ON1. "By cutting the time it takes to complete these tasks in half, Lightpanel pays for itself after one event, giving photographers more time to capture photos, market their business, or spend with family instead of editing late into the night."

**Pricing and Availability**

ON1 Lightpanel is available for preorder at $199.99/year, a special discount on the first-year subscription price (normally $299.99/year). The subscription term will begin once the product arrives in February, so anyone who pre-orders by December 31st will receive this discount on the first year. Another incentive to preorder is customers will also receive ON1’s Image Enhancement Bundle today at no additional cost. This exclusive bundle includes full licenses for three professional grade plugins designed for Lightroom Classic and Photoshop: ON1 Resize AI, ON1 NoNoise AI, and ON1 Effects. Plus, enjoy free upgrades—both major and minor—to the 2025 versions of these plugins coming next year. This bundle provides you with perpetual licenses of Resize, NoNoise, and Effects, not subscriptions, so you can use these tools without ongoing fees.

More information can be found at <https://www.on1pro.com>