

Portland, OR – July 6, 2021 – ON1, creators of ON1 Photo RAW & Professional Photo Editing Plugins for photographers, announce the immediate release of the new state-of-the-art application for image noise removal. ON1 NoNoise AI intelligently removes image noise by leveraging ON1's AI-based machine learning to remove luminance and color noise while maintaining the ultimate amount of details in photos. It separates itself from other noise reduction applications by producing ultra-fast results, an Auto mode that recovers and enhances an amazing amount of detail in photos, and the ultimate workflow integration with photo editing applications like Adobe Lightroom Classic and Photoshop, Capture One, and others.

ON1 NoNoise AI tackles noise in raw photos at its core. Much of the noise in digital images comes from the results of the demosaicing process, which converts the raw data into an ordinary digital photo. At low ISO noise levels, most raw processors do an excellent job during the demosaicing process. However, at high ISO noise levels, the errors increase, and therefore the noise increases as well. The advanced AI neural networks behind ON1 NoNoise AI work at the deep raw level. They are trained to detect and reduce the noise before the raw data is converted to a photo, preventing the noise from propagating further up in the image processing pipeline. It can better tell the difference between image noise and small details to help maintain sharper details and reduce false color.

"Because NoNoise AI works best at the raw image level, we recommend that you process your images in NoNoise before you apply basic raw processing steps like exposure, color balance, etc. Ideally, you want to work with the raw data as much as possible. Processing non-raw files, even high-resolution, 16-bit formats like PSD files or TIFFs, won't benefit as much from the noise-reduction capabilities in ON1 NoNoise AI as you will see with raw files." says Dan Harlacher, VP of Product.

Key Features in ON1 NoNoise AI

AI-Based Noise Reduction — Leverages state-of-art machine learning to build an AI network to remove luminance and color noise while maintaining the details like no other application producing excellent results.

Fast & Easy-to-Use Controls — Results can be viewed in only a fraction of the time it takes other apps to produce viewable results. There are also far fewer controls to adjust without the limitation of sacrificing sharpness to reduce image noise. It creates the best user experience for getting impressive results in a very short amount of time.

AI-Based Demosaicing — For raw photos, a lot of image noise comes in the demosaicing process that converts a raw photo into a standard photo. Combining this step with the noise reduction during the AI training in ON1 NoNoise AI will achieve both better noise reduction and help increase detail and sharpness.

Saves Raw DNGs and More — Open raw photos from over 700 cameras, including Fujifilm, and file types common to photography like DNG, JPG, TIF, PNG, etc. When it comes to saving

results, it can create industry-standard DNG raw files with the complete tonal and color range for use in most editors.

Combine and Mask — ON1 NoNoise AI will include the ability to combine multiple renditions of a photo as layers. This will allow customers to use powerful built-in masking tools to blend and combine them at different levels of noise reduction and sharpening on different areas of the photo.

Auto with User Preferences — The Auto button will analyze the photo and determine the correct amount of noise reduction using ON1's AI models. User preferences will also guide auto for noise reduction. For example, if a customer wants to maintain some grain in the photo or not.

Exclusive Progressive Sharpening — Includes the ON1 exclusive Progressive Sharpening algorithm to enhance the sharpness and details based on the size of the details in the photo, without the halos and artifacts that other sharpening techniques can create.

Batch Processing — Batch process an entire folder of photos. For each photo, the correct amount of noise reduction and sharpening can be added. Or open a series of photos and adjust each photo to your desired settings. You can even copy and paste settings from one photo to another.

Plugin Support — ON1 NoNoise AI works as a plug-in for Adobe Photoshop, Lightroom Classic, Capture One, Affinity Photo, Corel Paint Shop Pro, or Apple Photos.

Price and Availability

ON1 NoNoise AI is available today to order as an individual plugin and standalone application for \$69.99. ON1 NoNoise AI is also part of the ON1 Professional Plugin Bundle, which includes all five of ON1's professional plugins with the photo editing applications like Lightroom, Photoshop, Capture One, and more for \$149.99. A 14-day fully functioning free trial is also available for anyone to download and try today.

Anyone who chooses to subscribe to ON1 Photo RAW will also receive ON1 NoNoise AI included in their plans. In addition, an ON1 Photo RAW subscription always includes the latest version of ON1 Photo RAW, and starting plans are available for as low as \$7.99 per month.

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