

Contrastly Store Opens With Exclusive Line of 725 Affordable Lightroom Presets

Contrastly.com introduces 725 new unique and original Adobe Lightroom presets with the launch of its new online store.

BROSSARD, QUEBEC, CANADA, October 22, 2015 /EINPresswire.com/ -- Contrastly.com, a website offering tools and resources for photography enthusiasts, has introduced 725 unique and original [Lightroom presets](#) for [photo editing](#).

The 725 exclusive new [Lightroom presets](#) are available as a complete post-processing workflow bundle, or as part of 23 themed preset packs such as the "Autumn Harvest Pack" comprised of 35 presets, and the "Long Exposure Pack" with 30 unique presets.

Contrastly's aim is to bring top quality presets to photographers at a more affordable price than their competitors.

Contrastly's effect-bundled theme packs range between \$6 and \$34, with its premium bundle containing all 725 Lightroom presets priced at \$99 -- roughly 30% less than their top competitors.

"We wanted something that's a bit more accessible for enthusiast photographers, but still keep the high quality ... Charging \$129 for a pack of 40 presets is not something I wanted to do," said Contrastly's founder, Jon Phillips.

Phillips discovered through his own photo editing work, that although Adobe Lightroom can be a photographer's best tool next to his camera, achieving a highly artistic result requires a great deal of time and talent to make hundreds of manual adjustments, or a solid, dependable collection of presets.

Determined to develop a better solution, Phillips partnered with photographer Adam Welch to create the 725 Lightroom presets currently available on Contrastly.

"We created these Lightroom presets after being frustrated with the lack of consistency and quality from other premium packs we've purchased. The reception and feedback we've received from customers has been amazing so far," said Phillips.

Along with the launch of the store, Contrastly has implemented an affiliate program with a 50% payout commission to help generate exposure for its new products.

To learn more about Contrastly, its affiliate program, and to browse the preset collections, visit <http://contrastly.com/>.



About Contrastly:

Contrastly offers unique tools and resources for enthusiast photographers as well as thought-provoking articles about the art and techniques that make great photographers. A photography enthusiast with a knack for an eye for developing 'better solutions' that challenge the status quo, founder Jon Phillips has developed several successful web-based businesses throughout his career including SpyreStudios.com, FreelanceFolder.com, and Design-new.com. In addition to its exclusive line of Lightroom presets, Phillips plans to expand Contrastly's offerings to include exclusive Photoshop actions and instructional materials for users of Adobe Lightroom and Photoshop.

Press release courtesy of Online PR Media: <http://bit.ly/200RXSu>

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