



PHOTO *Mirage*™

Say Hello to PhotoMirage!

In today's digital world, visual content is king. But it can be hard to cut through the noise when we share more than 3.2 billion photos on social media alone, every single day. When you need visuals that stand out from the rest, it may be time to go beyond the static photo to captivate and engage with your audience.

Designed for photographers, artists, and digital marketers, PhotoMirage™ is an all-new desktop app for Windows that delivers high-resolution photo animations that move, intrigue, and inspire viewers in an exciting way.

If you have ever seen a photo animation on the web or social media, you've already experienced first-hand how they lure you in and convey emotion. And in an online world that's constantly fighting for viewers' attention, these can be the elements you need to you grow your audience and keep them engaged.

Until now, mesmerizing effects like these could be extremely time-intensive and costly to achieve. Perhaps you're thinking that PhotoMirage is similar to a cinemagraph—but there's a crucial difference.

Unlike a video-based cinemagraph, a PhotoMirage image is, at its heart, a photograph. With PhotoMirage, it's easy to connect with your audience at a deeper level, without the pre-planning and expensive production costs typically associated with a video shoot. You now have a better way to balance between photos and movies by bringing animated motion to your still images. And if you're like most photographers, marketers, and artists, you likely already have a great collection of images at your fingertips, just waiting to be explored.

Why settle for an image when you can have a Mirage! Discover how PhotoMirage is ridiculously easy and addictively fun. Bring your photos to life today!

Sincerely,
Chris Pierce

Sr. Product Manager of Corel Photo Products



Getting Started

Getting started with PhotoMirage is quick and easy—and becoming an expert is too! A Welcome Guide packed with helpful video tutorials and other learning content will greet you when you launch your application. Or, if you just want to start creating right away, simply drag and drop your image into PhotoMirage's workspace and you're ready to go.

LEARNING RESOURCES

- [Tutorials](#)
- [Online Help](#)
- [User Guide](#)
- [Blog](#)



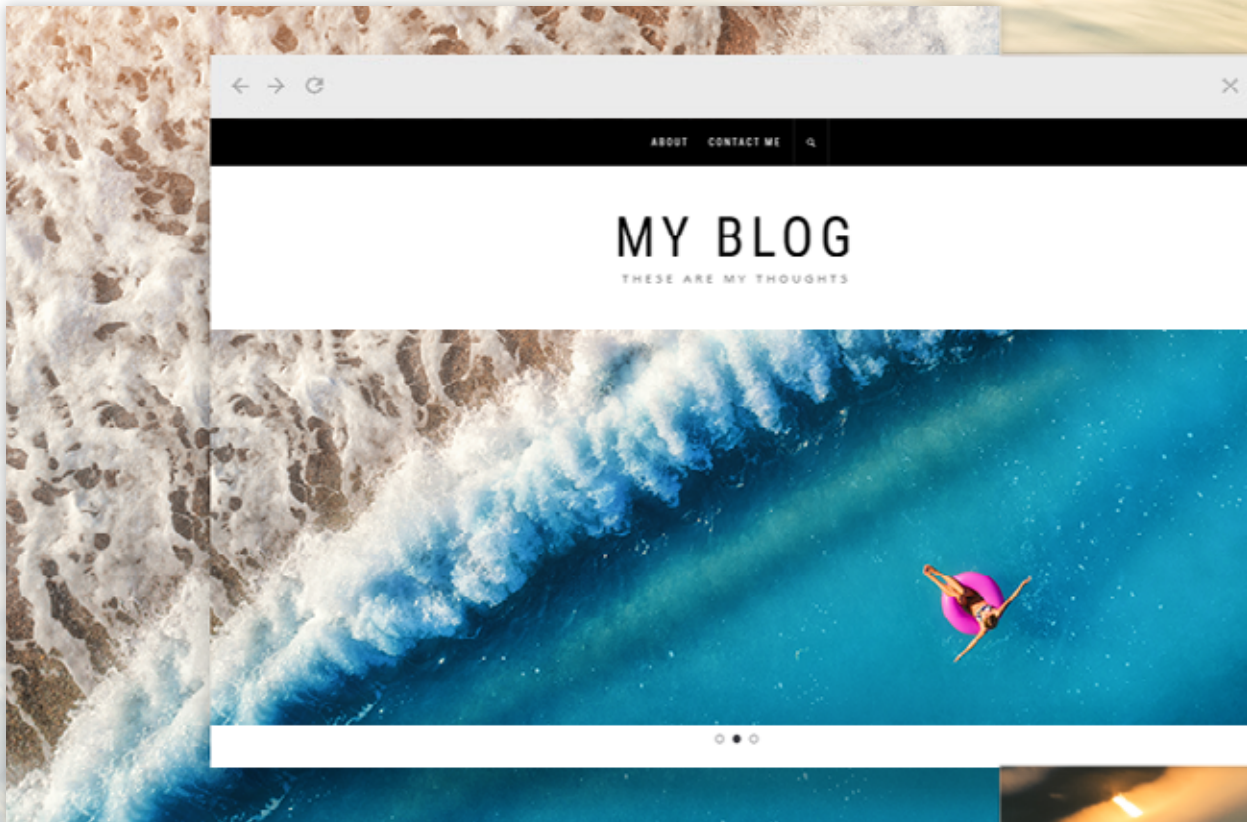
Why use PhotoMirage?

BOOST SOCIAL MEDIA ENGAGEMENT

Photo animations have viral appeal. With PhotoMirage it's easy to create scroll-stopping, share-worthy photo animations that will capture and hold the attention of viewers, and advance your social media game.

DRIVE RESULTS WITH STAND-OUT WEB CONTENT

PhotoMirage provides a refreshing way to attract attention in a competitive digital landscape. Use PhotoMirage to create photo animations for your website or blog, and watch your conversions grow.



How does it work?

Transform any static image into a captivating animation in three simple steps.



1

ANIMATE

Drag and drop Motion Arrows over the parts of the image you want to move

2

ISOLATE

Plot Anchor Points around the areas you want to keep still

3

PREVIEW

Hit Play to watch your image transform into a looping animation, then save or share

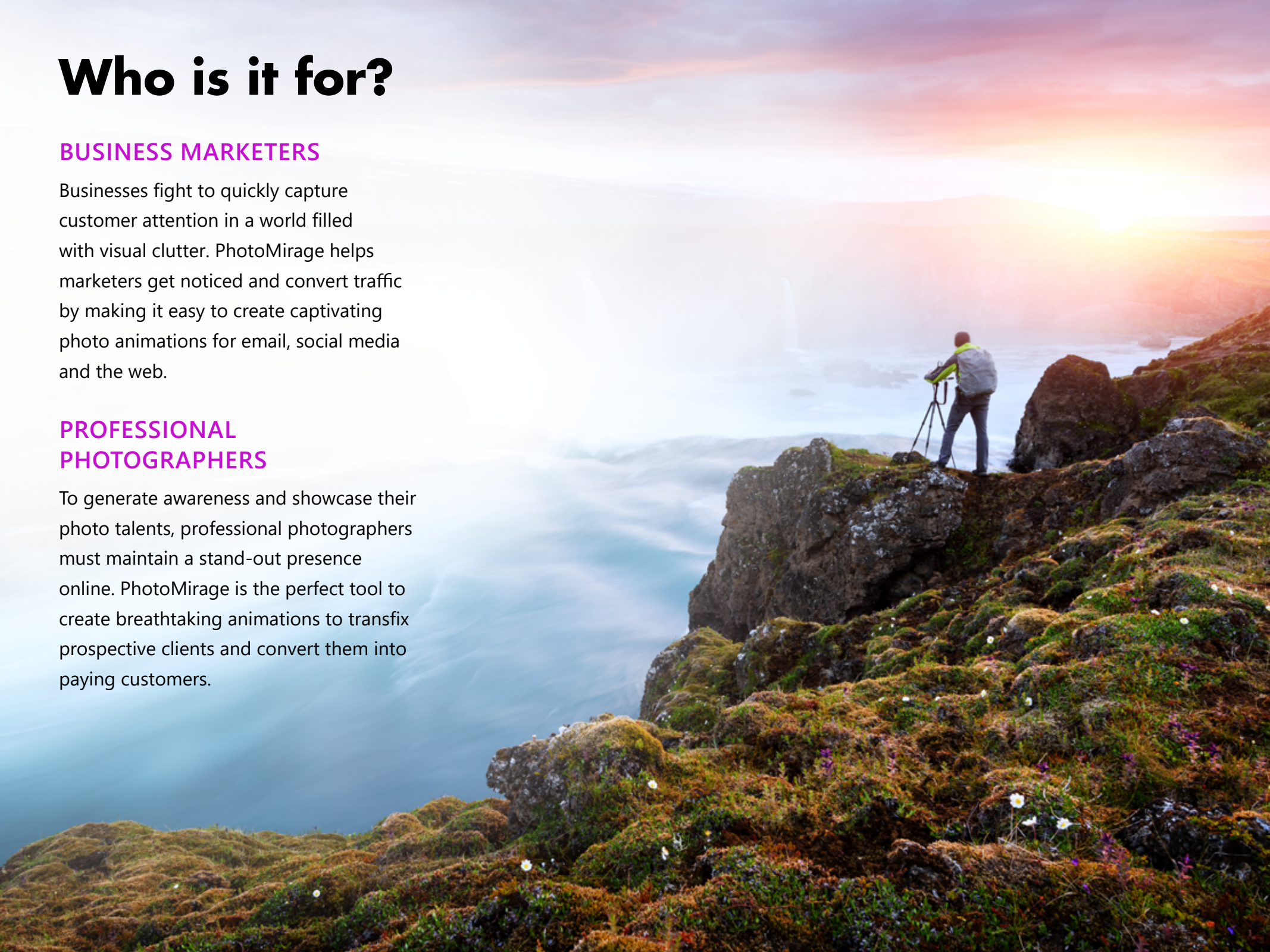
Who is it for?

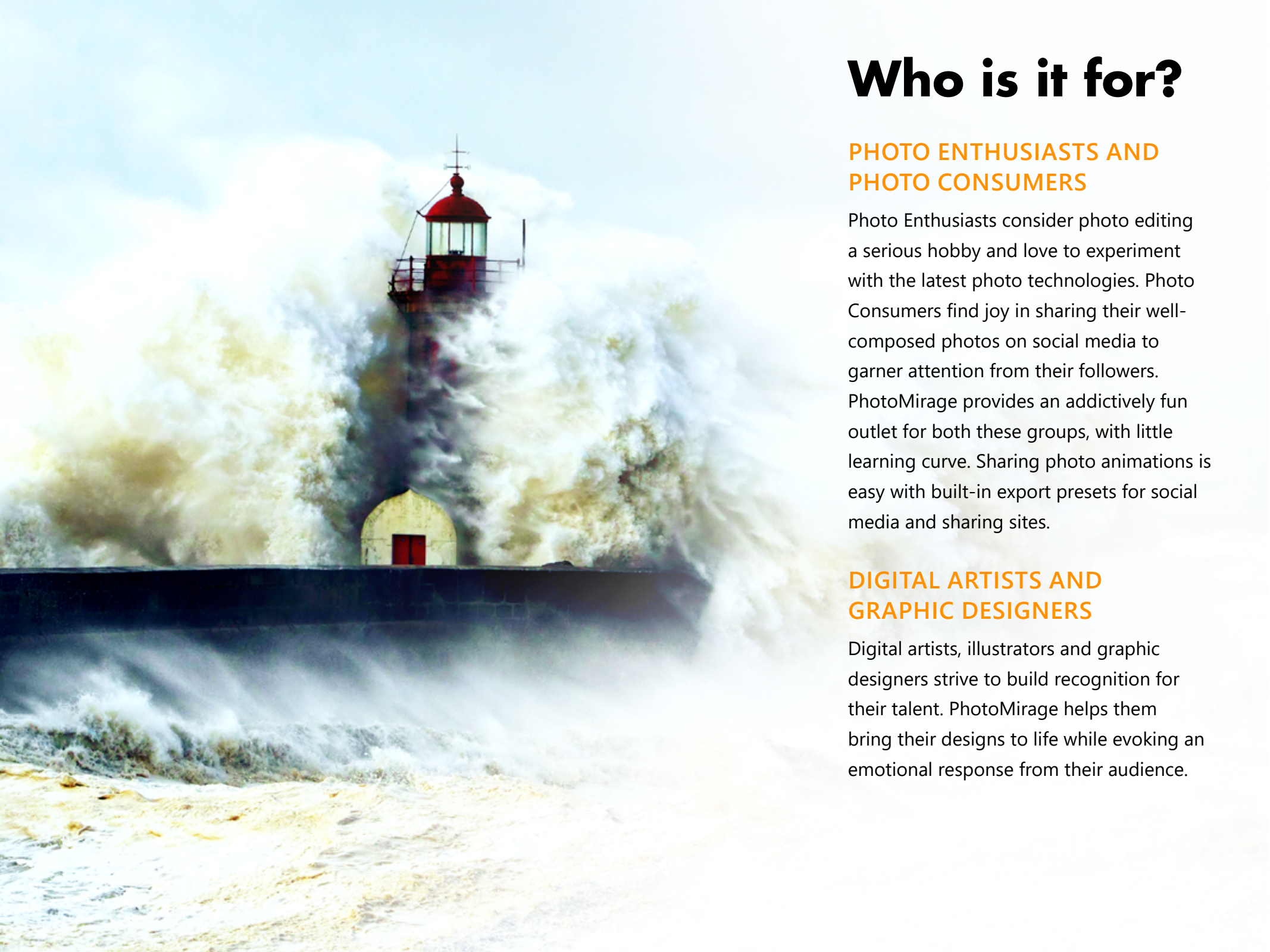
BUSINESS MARKETERS

Businesses fight to quickly capture customer attention in a world filled with visual clutter. PhotoMirage helps marketers get noticed and convert traffic by making it easy to create captivating photo animations for email, social media and the web.

PROFESSIONAL PHOTOGRAPHERS

To generate awareness and showcase their photo talents, professional photographers must maintain a stand-out presence online. PhotoMirage is the perfect tool to create breathtaking animations to transfix prospective clients and convert them into paying customers.





Who is it for?

PHOTO ENTHUSIASTS AND PHOTO CONSUMERS

Photo Enthusiasts consider photo editing a serious hobby and love to experiment with the latest photo technologies. Photo Consumers find joy in sharing their well-composed photos on social media to garner attention from their followers. PhotoMirage provides an addictively fun outlet for both these groups, with little learning curve. Sharing photo animations is easy with built-in export presets for social media and sharing sites.

DIGITAL ARTISTS AND GRAPHIC DESIGNERS

Digital artists, illustrators and graphic designers strive to build recognition for their talent. PhotoMirage helps them bring their designs to life while evoking an emotional response from their audience.

Why choose PhotoMirage?

MORE EFFECTIVE THAN IMAGES



Hold attention longer



Attract more views
on social media



Convey emotions better

EASIER TO CREATE THAN VIDEOS



No skill level required



No need to start with a
video file, just a single image



No pre-planning required



Key Features



IMPORT

Get started quickly and easily by dragging and dropping a JPEG, GIF, PNG, BMP, TIFF or RAW image into your PhotoMirage workspace.



ANIMATE

Click, drag and drop Motion Arrows in the direction you want your image to move.



ISOLATE

Plot Anchor Points to isolate the parts of your image that you want to keep still and not animate.



MASK

Brush over areas you don't want to animate in your image with the Mask tool. It's a natural alternative to using Anchor Points to keep areas still. For fine tuning, adjust the brush size and feather the mask edges with an easy slider control.



Crop and Preview



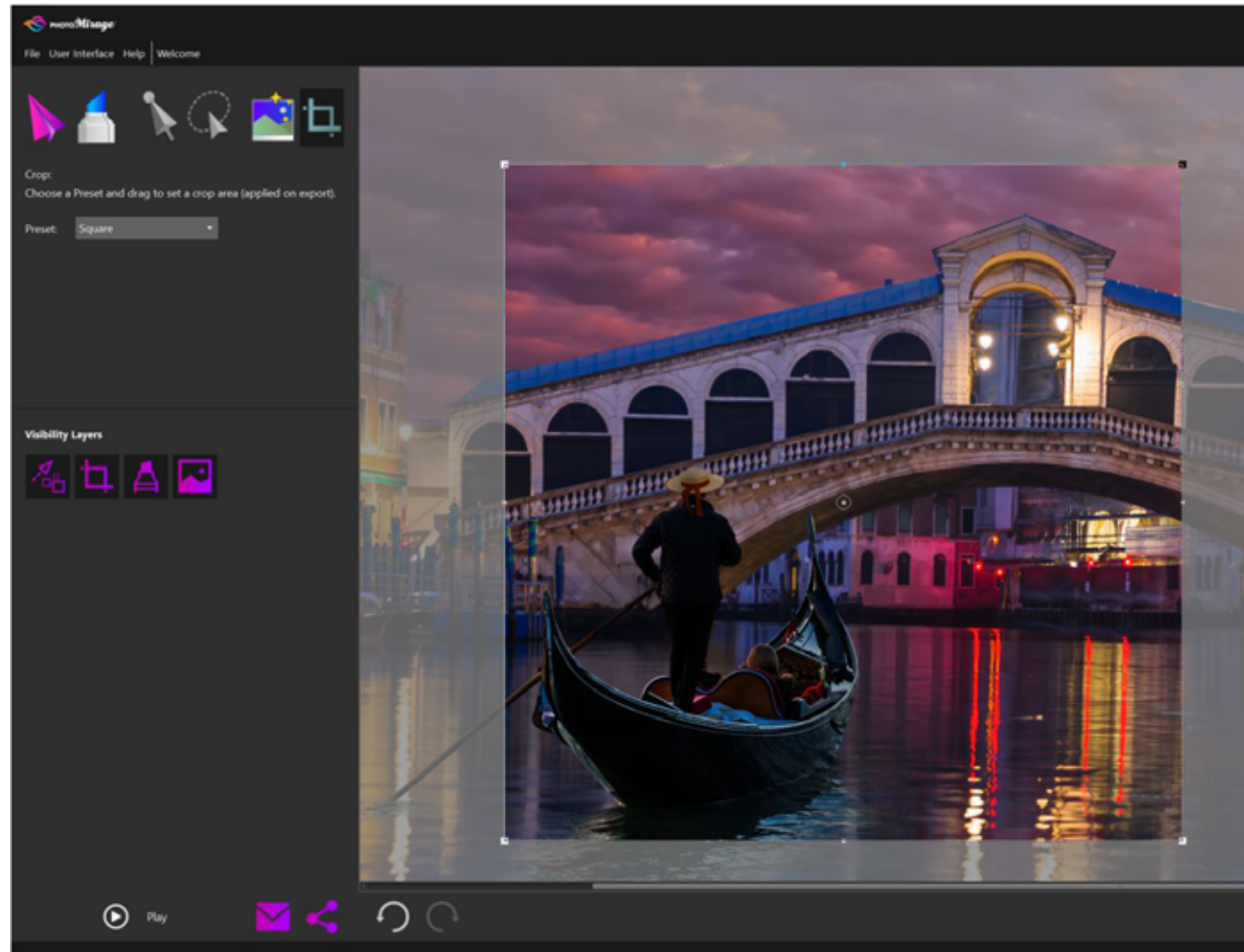
CROP

Crop your image to the size you want, before, during or after animating it. A handy Crop tool lets you easily remove unwanted edges for a perfectly composed photo animation. Crop, undo, and change the crop area as you like — PhotoMirage is non-destructive, so your original image file isn't affected.



PREVIEW

After you've plotted your Anchor Points and Motion Arrows, simply hit Play to watch your photo transform into a looping animation. Click the Stop button to go back and make further edits if needed.



Refine

First attempt not perfect? Don't fret! Use any of the tools listed below to help make photo animation perfect.



SELECTION TOOLS

Move and manipulate points on your photo animation with friendly, intuitive selection tools. Use the Select tool or Freehand Select tool to select Motion Arrows and Anchor Points that you want to move, rotate, or delete.



SMART PHOTO FIX

Let PhotoMirage adjust brightness, highlights, shadows and more, for a perfect photo. Choose Smart Photo Fix and PhotoMirage will automatically apply a series of color balancing and sharpening corrections to bring out the best in your image.



VISIBILITY LAYERS

Keep things easy with Visibility Layers. Show or hide different elements of your photo animation project, like your background image, masked area, crop box, Anchor Points and Motion Arrows, so you can see what you are working on more clearly.



Export and Share



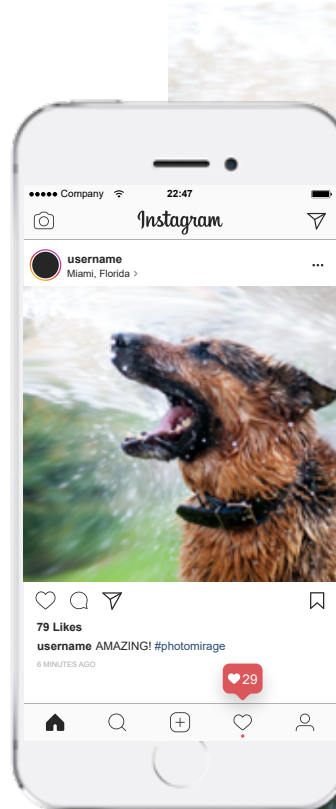
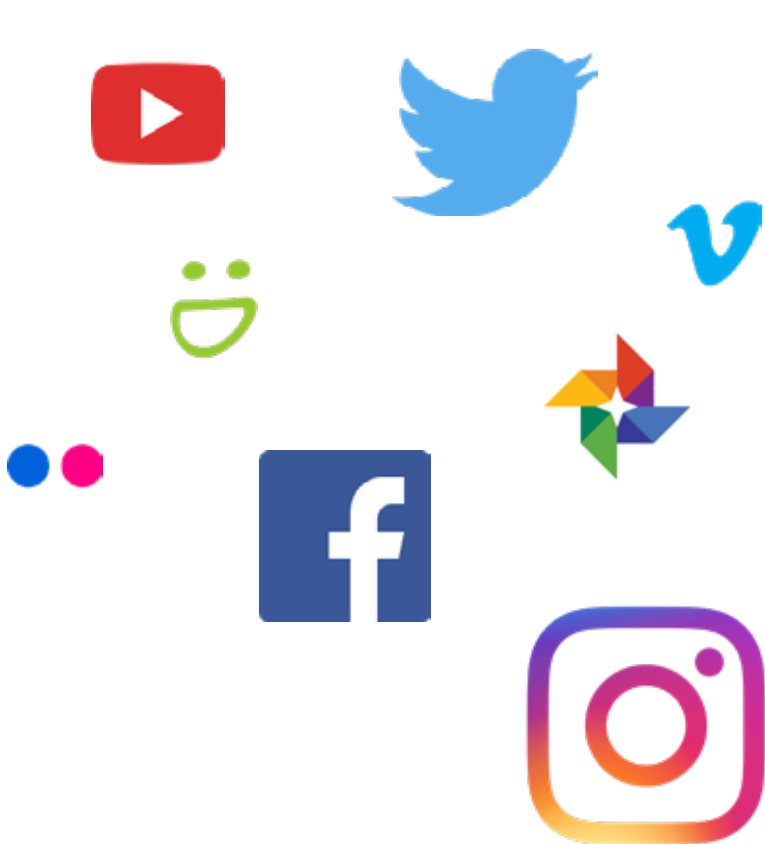
EXPORT

Save your image in its native file format for future editing, and export as a MP4, WMV, or GIF so your photo animation plays nearly anywhere.



SHARE TO SOCIAL MEDIA, EMAIL OR WEB

Share your photo animations with family, friends and the world! It's easy to export for various social and sharing platforms including YouTube, Instagram, Facebook, Vimeo, SmugMug, Flickr, Google Photo, Twitter, Snapchat and Pinterest. Plus, you can also share through email and the PhotoMirage user gallery. Choose the Custom export option for control over size, animation duration, quality, and more.



Try it Yourself

ANIMATE CLOUDS AND WATER

The best way to learn is to try it yourself. Download the images provided and follow along with the tutorials to create stunning animated images, just like the ones shown. Make clouds appear as if they are moving with the wind, and waves look like they are crashing on the shore.



[DOWNLOAD THE IMAGE](#)



[VIEW PROJECT FILE](#)



[WATCH VIDEO](#)

Try it Yourself

ANIMATE FEATHERS

Create an illusion of feathers lightly blowing in the breeze, for a hypnotic effect.



[DOWNLOAD THE IMAGE](#)



[VIEW PROJECT FILE](#)



[WATCH VIDEO](#)

Minimum System Requirements

SYSTEM REQUIREMENTS

- Windows 10, Windows 8/8.1, Windows 7 with latest service pack (32-bit or 64-bit editions)
- Intel Core i3 or AMD A4 3.0 GHz or higher
- 2 GB RAM (4 GB or higher recommended)
- 500 MB hard disk space for full installation
- 1280 x 768 resolution with 16-bit color display (1366 x 768 resolution with 24-bit or higher color display recommended)
- DirectX 9 or higher compatible video adapter with latest driver
- Internet connection required for online features and tutorial videos

FORMAT SUPPORT

Import Formats Supported	JPG/JPEG, BMP, GIF (Still), TIFF, PNG and RAW*
Export Formats Supported	MP4 (H.264), MP4 (HEVC)**, WMV*** and GIF (Animated)

*RAW file support for over 450 camera models (see all RAW camera support below).

**HEVC (available in full/trial PhotoMirage version only) requires Windows 10, supporting PC hardware or graphics card and Microsoft HEVC video extension installed.

***WMV is available in full/trial PhotoMirage version only



About Corel

Corel is one of the world's top software companies, boasting some of the industry's best-known graphics, productivity and digital media products. We've built a reputation for giving customers more choice, and delivering solutions that are easy to learn and use. Our mission is simple: help people achieve new levels of creativity and productivity.

For more information on Corel, please visit www.corel.com

MEDIA CONTACT

Alex Brazeau
Public Relations Manager
Corel Corporation
613.366.3765
alex.brazeau@corel.com

Copyright © 2018 Corel Corporation. All rights reserved. PhotoMirage™ 2019 Reviewer's Guide.

Product specifications, pricing, packaging, technical support and information ("specifications") refer to the retail English version only. The specifications for all other versions (including other language versions) may vary.

INFORMATION IS PROVIDED BY COREL ON AN "AS IS" BASIS, WITHOUT ANY OTHER WARRANTIES OR CONDITIONS, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, WARRANTIES OF MERCHANTABILITY, SATISFACTORY QUALITY, MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, OR THOSE ARISING BY LAW, STATUTE, USAGE OF TRADE, COURSE OF DEALING OR OTHERWISE. THE ENTIRE RISK AS TO THE RESULTS OF THE INFORMATION PROVIDED OR ITS USE IS ASSUMED BY YOU. COREL SHALL HAVE NO LIABILITY TO YOU OR ANY OTHER PERSON OR ENTITY FOR ANY INDIRECT, INCIDENTAL, SPECIAL, OR CONSEQUENTIAL DAMAGES WHATSOEVER, INCLUDING, BUT NOT LIMITED TO, LOSS OF REVENUE OR PROFIT, LOST OR DAMAGED DATA OR OTHER COMMERCIAL OR ECONOMIC LOSS, EVEN IF COREL HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, OR THEY ARE FORESEEABLE. COREL IS ALSO NOT LIABLE FOR ANY CLAIMS MADE BY ANY THIRD PARTY. COREL'S MAXIMUM AGGREGATE LIABILITY TO YOU SHALL NOT EXCEED THE COSTS PAID BY YOU TO PURCHASE THE MATERIALS. SOME STATES/COUNTRIES DO NOT ALLOW EXCLUSIONS OR LIMITATIONS OF LIABILITY FOR CONSEQUENTIAL OR INCIDENTAL DAMAGES, SO THE ABOVE LIMITATIONS MAY NOT APPLY TO YOU.

Corel, Painter, PhotoMirage, CorelDRAW, Essentials, Particle and ParticleShop are trademarks or registered trademarks of Corel Corporation and/or its subsidiaries in Canada, the U.S., and/or other countries. Other product, font, and company names and logos may be trademarks or registered trademarks of their respective companies. Patents: www.corel.com/patent