COOLTWEAK

The right-click revolutionizing software

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PRESS KIT MAP

Everything is just a click away with CoolTweak !

Resizing, **adding watermarks** and **sharing your pictures** on social networks has never been so easy with CoolTweak.

Completely free, this smart software pops directly from **the right-click contextual menu** of all your images and process them in an trice.
No more time wasted, process all your files with a single click. All these very handy features make CoolTweak an essential tool to have.

Best of all, you can **customize and manage all the menus and their actions** with a really intuitive menu editor. Change them at will and build the menu you like.

Don't wait any longer to get your life simpler, let CoolTweak handle all the tedious tasks for you.

SOFTWARE SPECIFICATIONS

For Microsoft Windows 2000, XP, Vista, 7, 8, Server 2003 and Server 2008
32 et 64 bits versions are supported

Completely free, no ads or limitations

Available in english and french

Very light, less than 6 Mb

Resizing and sharing your photos from a single click... Sounds good ?

We often need to share pictures around us and we usually have to face the painful problem of reducing their weight before we can send them. For most of us, that is the beginning of lots of troubles and wasted hours, resizing one picture at a time with Microsoft Paint.

Fortunately those days are gone ! Let CoolTweak handle repetitive processing and **watch it do this work for you in seconds. A single right-click on your pictures folder and that's it.**

Even better, it can **publish your pictures on main social networks** with the same ease.

Just build the right-click menu that suits you

CoolTweak is a mighty tool but keeps it simple.

You have the full control of what will be shown in your right-click menu. It comes out the box with a wide range of actions that you can customize any time you want to fit your needs.

Adding a new menu by choosing what action it will complete is an easy task thanks to CoolTweakmenu editor. **You can create an action** (from the simplest to the most sophisticated one) **and then make it appear in the right-click menu immediately.**

(Everyday) Life saving features

Be able to manage ourselves right-click menu's contents, we honestly wonder why it has never been invented before ! All your shortcuts are anytime just a click away, that is the true strength of CoolTweak.

CoolTweak is a powerful toolbox that enables you to **resize your pictures, protect them with a watermark** and **share them on main social networks** (**Facebook**, **Twitter**, **Picasa/Google+**, **Flickr** et **500px.com**).

You can even combine several operations to create your own « tweaks » (actions).

The time savings are real ! Just give CoolTweak a try and you will probably love it (and wish you had installed it way earlier).

Everything comes with a price... It's 100% free

CoolTweak is a personal initiative designed to provide a free but valuable tool for Microsoft Windows users.
The license is entirely free, there is no advertising and no personal data gathering.

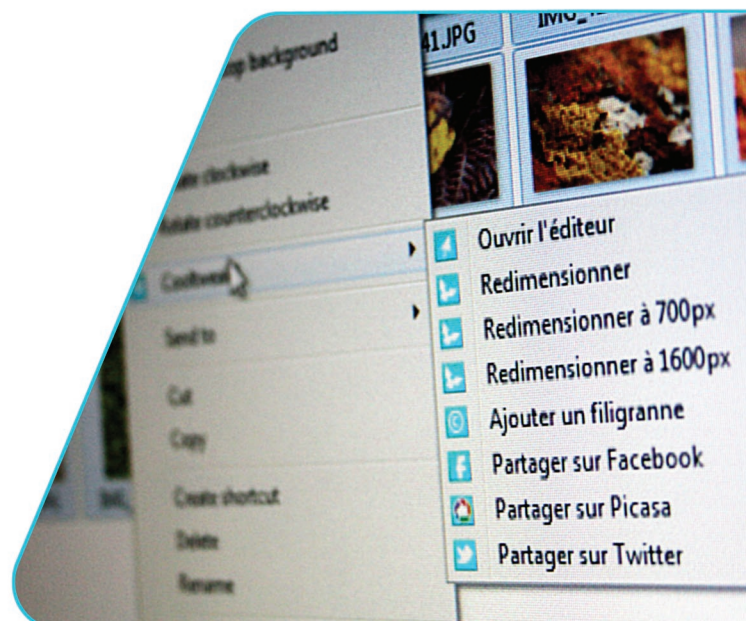## So don't wait any longer to give CoolTweak a try. Download it now from its official website: http://www.cooltweak.com

KEY FEATURES

Shortcuts to all your actions from the right-click menu

That is the big idea behind CoolTweak :
A single right-click enables you to process your files directly.

Handy, fast and most of all always available without having to start any application.
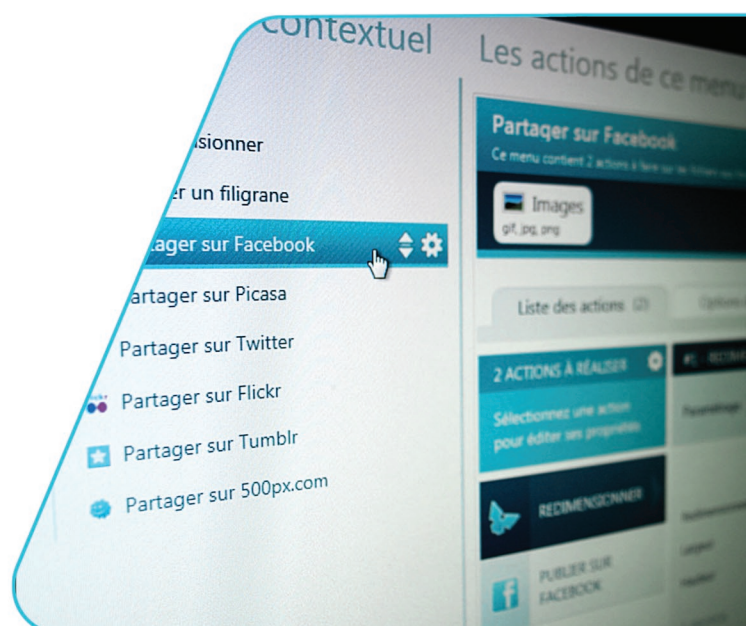
Processing a set of files or a folder with one click is a real comfort.

Full control of your menus with the menu editor

The other outstanding feature of CoolTweak is to allows you to **fully manage what will be shown in the right-click menu.**

Thanks to the software's built-in menu editor, you can create your own actions, name them as you like and thereby build the contextual menu that suits you perfectly.
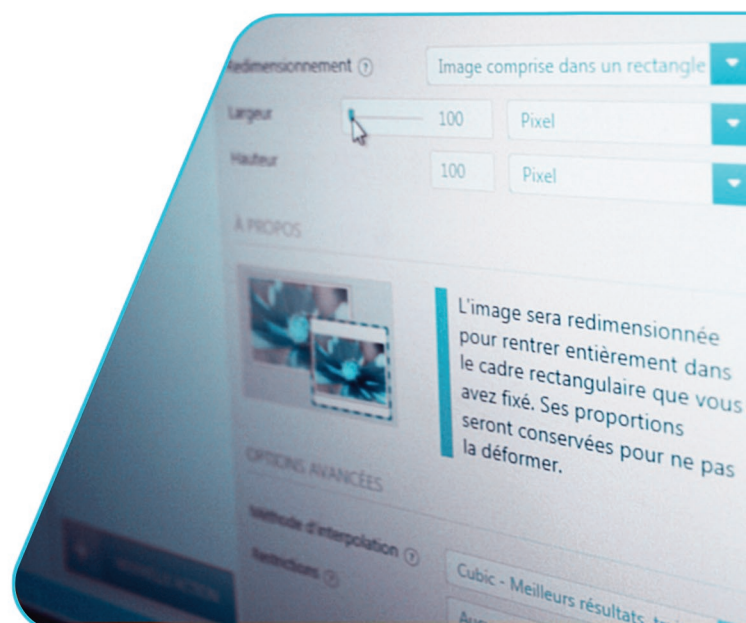
KEY FEATURES

Resize your pictures

CoolTweak offers numerous options to **resize your images** and the processing are achieved **in seconds.**

Size in pixels or as a percentage of the original, preserving or not the aspect ratio and cropping or not the picture, the choice is entirely yours.

Protect your pictures

It is about **adding a watermark to protect your photos.**

CoolTweak enables you to **edit a custom text** (color, size and font) or to **apply any image** you want (like your logo).

Choose if the pattern should be **repeated or not**, its **location**, its **angle**, its **opacity** and that's it.
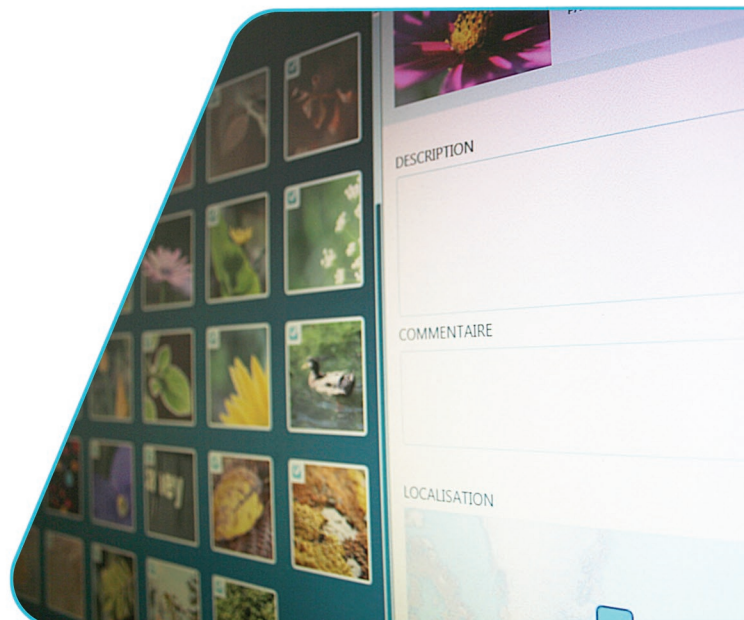
KEY FEATURES

Share your pictures

This is an essential feature of CoolTweak which makes sharing on social network incredibly simple.

Select your pictures, right-click them and **let the software's brand new sharing wizard guide you.** With a few clicks you can **edit summaries, add comments** and **geolocate your photos** before they get published.

Grouped editing functionalities spare your precious time from tedious tasks.

Powerful and customizable batch processing

All your **batch processing** are fully customizable from CoolTweak's menu editor.

Move, rename the original or resulting files easily **in an automated way**.

Ask CoolTweak to **compress your files** so they do not exceed more than a certain weight or choose yourself which compression to give them.

All these options, and a lot more, make CoolTweak an essential tool you will enjoy to use.

AN ESSENTIAL TOOL

Yet another software doing that ?

Indeed, a few other softwares can resize and add watermarks to your pictures but none is as handy and as smart as CoolTweak.

You do not actually need to start the software and then select the files to process, a simple right-click on your images will get the job done. Could it be any faster ?

A lot of bult-in actions come out of the box but you are free to add ones or remove them if you want, your right-click menu is real time updated.

Nobody offers you the ability to build your right-click menu so easily. **All your favorite actions are just a click away with CoolTweak**.

OK but it has to be tricky no ?

Precisely it's not ! CoolTweak **immediately comes with a large set of built-in actions such as resizing, watermarking** and **sharing** on **Facebook**, **Twitter** , **Picasa/Google+**, **Flickr** and **500px**.

So you can use them right after the software has been installed.

If you need, **you can quickly create your own menus by combining these actions**. For instance, you are free to add an new menu « My menu » that will resize, watermark and then publish your pictures on Facebook. All at once.
Save it, right-click on a photo : **this new menu appears instantly and is ready to go.**

CoolTweak enables you to customize all your actions from the simplest to the most sophisticated one but its user experience remains straightforward and easy. **It is really handy, give it a try and enjoy the time it saves you everyday**.

Alright but what use in real world ?

I share all photos of an event

That was a crazy night, I took a wide bunch of pictures and I am now with more than an hundred photos to share !
The concern is that they are way to heavy to be sent by email or for my friends with a bit limited internet access...

But that's no problem for CoolTweak, I right-click on the folder and it reduce them all for me in seconds. Now that's awesome, the total weight is much lighter I can start to broadcast.

I store my photos online for backup

Pictures are precious memories and the best way to backup them is definitely to put them online.
With CoolTweak, I can upload all my photos from a click on Facebook, Picasa/Google+ and Flickr.

I can add comments, geolocate them and choose in which album to send them to. It's fast and couldn't be any simpler.

I, the amateur photographer (or not)

I take pictures quite often and I'm always looking for the perfect shot, the perfect light. When it does happens I have to confess that I can't wait to share it around me. But I don't want my material to be use without my consent so I have to protect my photos first.

With CoolTweak I can quickly add my name on every picture with a cool typo and the opacity I want. I also can add my logo with the same ease.

Now that all my images are watermarked, I let CoolTweak publish them on my 500px account and I'm looking forward to my friends comments !

PROJECT'S OVERVIEW

A bit of history

The idea of a right-click available toolbox and being able to fully customize it came around **2005**.

At this time, technologies were highly different and it was not until **early 2012** that **Yann Kerangueven** (the software creator) actually starts to develop CoolTweak.

In **September 2012**, after a 9 month programming time (the software but also its website), **the very first beta version was publicly released**.
It has been welcomed by an enthusiastic techies audience around the world but especially in Brazil, United States and France.

2 minor versions followed at the **end of 2012** to fix a few annoying bugs.

Therefore, thanks to worldwide users feedbacks, many adjustments and a lot of cool improvements have been developed for the **2.0 version of the software**. **Released on October 2013**, this new build of the software represents a turning point in the CoolTweak's history.

Among many other things, the menu editor has been entirely rethinked to get more intuitive and to enhance user experience.
CoolTweak 2.0 also introduces a brand new publishing wizard that guides you along upload process and brings numerous handy editing features for your pictures.

Beside, **a blog has been opened** to highlight the software evolutions and to give you numerous previews of what is coming next in CoolTweak.
http://blog.cooltweak.com

01 Start of developments	09 v 1.1.0	11 v 1.1.1	01 v 1.1.2	10 v 2.0
2012			**2013**	

CoolTweak's operating model

One should keep in mind that CoolTweak **is the result of a personal initiative of Yann Kerangueven**, a computer engineer of 33 years living in Paris.
Employee and self-entrepreneur, all developments, design and communication about the software are made by him during his free time.

The goal of CoolTweak is to provide practical and useful shortcuts to worldwide general public. CoolTweak i**s completely free, without any advertisement and does not gather any of its users personal data**.

If the main programing is exclusively achieved by its creator, a crowdsourced translation system (based on volunteers) is available on its official website and is opened to all.

Of course proving the software and making it available costs money and since the application earns none **it is currently grounded on the donations of satisfied users**. This is a bet. Is this business model based on goodwill and generosity possible nowadays ?

Very pragmatically CoolTweak will wait until the **mid 2014** to see if this system is functioning for at least cover its operating costs. New orientations would be considered if the users donations were too limited.

The future of CoolTweak

The project is constantly evolving to offer increasingly sophisticated features while maintaining a full ease of use.

Though CoolTweak is primarily intended to handle and share pictures in its current version, it can potentially do way more than that !

Indeed, the core principle of building our own right-click menu makes of CoolTweak **a wide toolbox with great opportunities**.

New places could then be explored such as **office documents** (word, excel, etc.), **videos** or the possibility for **other software vendors to integrate their own actions** inside CoolTweak.

VERSION	2.0.0
RELEASED	October 2013
SYSTEMS	Windows 32 and 64 bits
	2000, XP, Vista, 7, 8 & Server 2k+
LANGUAGES	English and french
LICENCE	Free
SIZE	Less than 6 Mb

http://www.cooltweak.com

+ 5k
users

+ 10
install/day

+ 34k
processing done

+ 144k
processed files

Worldwide distribution

Brasil
United States
France
Belgium
Poland
Italy
+131 others

Global actions distribution

Resizing
Watermarking
Sharing on Facebook
Sharing on Twitter
Sharing on Picasa/Google+