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# aurora hdr 2018 for windows and mac discount

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## Introduction

High Dynamic Range (HDR) photography has become a staple for photographers who want to capture scenes with a wide range of tonal values—from the deepest shadows to the brightest highlights. While many photo editors offer HDR capabilities, one name consistently stands out for its powerful tools, intuitive interface, and consistent performance across platforms: **Aurora HDR 2018**. Whether you're a hobbyist looking to elevate your landscape shots or a professional in need of a reliable workflow, Aurora HDR 2018 is a versatile solution that works seamlessly on both Windows and macOS.

With the 2018 edition, developers introduced significant performance improvements, new creative filters, and tighter integration with Adobe Lightroom and Photoshop. However, purchasing software for both operating systems can be pricey, especially when you need it for multiple machines. That's why many photographers and creatives are actively searching for a **aurora hdr 2018 for windows and mac discount**. In this article, we'll explore what makes Aurora HDR 2018 special, how it differs on Windows versus Mac, and where you can find the best deals without compromising on quality.

## What Is Aurora HDR 2018?

Aurora HDR 2018 is a dedicated HDR photo editing application developed by Skylum, a company known for its user-friendly photo tools such as Luminar and Aurora HDR. The 2018 version builds upon its predecessors by offering:

- Advanced Tone Mapping – Multiple algorithms that allow you to control contrast, saturation, and detail extraction.
- Creative Filters & Presets – Over 100 ready-made looks that can be customized to suit your style.
- RAW Processing – Direct import of RAW files from Canon, Nikon, Sony, Fujifilm, and other major brands.
- Batch Processing – Export several images at once, saving time on repetitive tasks.
- Seamless Integration – Works as a plug in for Lightroom Classic, Lightroom CC, and Photoshop.
- GPU Acceleration – Utilizes the GPU for faster rendering and real time previews.

These features make Aurora HDR 2018 a top choice for photographers who want a balance between power and ease of use. The software's intuitive interface also means you can jump straight into editing without a steep learning curve.

## Why Choose Aurora HDR 2018 Over Other HDR Software?

While there are several HDR editors on the market, Aurora HDR 2018 stands out for several reasons:

1. Cross Platform Consistency – The Windows and macOS versions share the same core features, ensuring a uniform experience regardless of your operating system.
2. Real Time Preview – The software provides instant feedback as you adjust settings, allowing you to fine tune your images on the fly.
3. Creative Flexibility – From subtle adjustments to bold artistic transformations, Aurora HDR 2018 offers a wide range of creative options.

4. Optimized Performance – The 2018 edition introduced GPU acceleration and optimized memory usage, resulting in faster processing times.

5. Support and Updates – Skylum provides regular updates and excellent customer support, ensuring your software stays current with new camera releases and OS updates.

## Windows vs. macOS: Key Differences in Aurora HDR 2018

Although the core editing engine remains identical, there are some platform specific nuances worth noting.

### User Interface and Workflow

On Windows, Aurora HDR 2018 adopts a slightly more traditional layout, with toolbars positioned at the top and side panels for presets and history. macOS users benefit from a streamlined interface that aligns with macOS design principles—compact toolbars, side panels that collapse into a single column, and a more integrated preview window. Both layouts are highly customizable, allowing you to tailor the workspace to your preferences.

### Performance and Compatibility

Windows users often report faster import times, especially when working with large RAW files from high end cameras. macOS users, however, experience smoother GPU acceleration on newer Macs equipped with Apple Silicon or high performance AMD GPUs. If you're running Aurora HDR 2018 on an older machine, the Windows version may be more forgiving due to its broader hardware support.

### Integration with Adobe Ecosystem

Both Windows and macOS versions integrate seamlessly with Lightroom Classic and Photoshop. However, macOS users can take advantage of the native "Open In" feature, which allows you to drag an image directly from Finder into Aurora HDR. On Windows, you'll typically use the "Open" dialog or the "Import" button within the software.

### File System and Storage

macOS users benefit from the Finder's powerful search and tagging features, making it easier to locate images on external drives or network shares. Windows users can leverage the Windows Explorer's "Quick Access" and "Libraries" for efficient file management.

## Where to Find the Best Aurora HDR 2018 for Windows and Mac Discount

Finding a discount for Aurora HDR 2018 on both Windows and macOS can be challenging, but several reliable avenues can help you secure a great deal:

- Official Skylum Store – Skylum often runs seasonal sales, especially during Black Friday, Cyber Monday, and back to school periods. Keep an eye on their official website for flash discounts.
- Authorized Resellers – Companies like Lensbaby and B&H Photo Video occasionally offer bundle deals that include Aurora HDR 2018 and other Skylum products.
- Student & Educator Discounts – Skylum offers a 50% discount for verified students, teachers, and educational institutions. Verify your status via their student portal.
- Bundle Offers – If you already own Lightroom or Photoshop, you may find bundled offers that include Aurora HDR 2018 at a reduced price.
- Third Party Coupon Sites – Websites like CouponTools sometimes list promo codes that can be applied at checkout.
- Newsletter Sign Ups – Skylum's newsletter often contains exclusive coupon codes for subscribers.
- Social Media and Photography Communities – Follow Skylum on Twitter, Instagram, and Facebook, as they sometimes announce flash sales to their followers.

### How to Apply a Discount Code

1. Visit the Aurora HDR 2018 product page.
2. Add the software to your cart for both Windows and macOS.
3. Proceed to checkout.
4. Enter the coupon code in the “Promo Code” field.
5. Confirm the discount and complete your purchase.

## Step by Step Guide to Installing Aurora HDR 2018 on Windows and macOS

### Installing on Windows

1. Download the installer from the official Skylum website.
2. Run the .exe file and follow the on screen prompts.
3. Choose the installation directory (the default location is usually fine).
4. When prompted, enter your license key or log in to your Skylum account.
5. Complete the installation and launch the program.

### Installing on macOS

1. Download the .dmg file from Skylum’s site.
2. Open the disk image and drag the Aurora HDR icon into the Applications folder.
3. Double click the application to launch.
4. Enter your license key or sign in with your Skylum account.
5. Allow macOS to grant the necessary permissions (e.g., Full Disk Access, Camera).
6. Finish the setup and start editing.

Both installations are straightforward and should take no longer than 10 minutes. If you encounter any issues, consult the Skylum support portal for troubleshooting guides.

## Tips and Tricks for Maximizing Aurora HDR 2018

### 1. Use the HDR Merge Tool Efficiently

When merging multiple exposures, set the *Auto Exposure* slider to “Auto” for a quick baseline. Then, fine tune the *Contrast* and *Highlight Recovery* sliders to preserve detail in bright areas.

### 2. Leverage Creative Filters

Apply a filter as a starting point, then adjust the *Blend Mode* and *Opacity*to achieve a subtle look. Filters like “Sunset” or “Retro” can be customized with color grading tools.

### 3. Optimize GPU Settings

Navigate to **Preferences > Performance** and enable *GPU Acceleration*. On Macs with Apple Silicon, ensure you’re running the latest macOS version to get the best performance.

### 4. Batch Process for Efficiency

Use the **Batch Export**feature to apply the same settings to multiple images. This is especially useful for large shoots where consistency is key.

### 5. Integrate with Lightroom

Install the Aurora HDR Lightroom plug in and open images directly from Lightroom’s Library. This workflow allows you to maintain a non destructive edit chain.

### 6. Save Custom Presets

After creating a look you love, click **Save Preset**. You can then apply the same preset to future images, saving time and ensuring brand consistency.

### 7. Use the History Panel

Keep the *History* panel open while editing. This allows you to revert to previous states without losing your place.

## Common Issues and Troubleshooting

### Software Crashes on Startup

Make sure your system meets the minimum hardware requirements. Updating your GPU drivers and installing the latest Windows updates can resolve most crashes.

### Performance Lag on Older Machines


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