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Contrast and Brightness Adjustment modifies the intensity levels of an image to enhance its appearance.

- **Contrast** adjusts the difference between light and dark areas, and **brightness** changes the overall lightness or darkness of the image.
- **α (alpha)**: Controls **contrast** by scaling pixel intensities (higher α increases contrast, lower α reduces contrast).
- **β (beta)**: Controls **brightness** by shifting pixel intensities (positive β makes the image lighter, negative β makes it darker).