



## Alien Skin Software Wins Two 2014 Hot One Awards

*Photography software Snap Art and Exposure receive prestigious recognition*

Raleigh, NC (July 16, 2014) - [Alien Skin Software](http://www.alienskin.com) announces today that two of its most popular photography effects products have received 2014 Hot One Awards in two separate categories. Announcement of these prestigious annual awards was made by Professional Photographer magazine in its August 2014 issue. The winning product in the Software Plug-ins/Actions category is Alien Skin Software's flagship Exposure<sup>®</sup> (v.5) product. Winning in the Software Painting category is Snap Art<sup>®</sup> (v.4).

Exposure is Alien Skin Software's flagship analog film emulation and photography effects software. Snap Art 4 is the latest version of the company's popular application that transforms a photo into a beautiful work of art, that looks completely handcrafted.

"On behalf of the entire Alien Skin Software team I am honored that Professional Photographer magazine determined that two of our software products are deserving of recognition in this year's Hot One Awards competition," said Alien Skin CEO, Finley Lee. "As a company, our focus clearly remains on our customers and their needs. I'm proud that Alien Skin's Engineers have been able to create fast, powerful and easy-to-use software that seamlessly integrates into our customers' daily workflow."

### About Snap Art

Snap Art 4, is the newest version of Alien Skin's artistic natural media application for photographers. Snap Art 4 transforms a photo into a beautiful work of art that looks completely handcrafted. It features a redesigned user interface and improved speed. Snap Art 4 can be used as a plug-in with popular host software or as a standalone program for even greater flexibility.

Snap Art 4 can render hundreds of styles and media, such as oil paint, pencil sketch, watercolor, and crayon. It mimics the techniques of human artists, such as layered brush strokes and enhancement of important edges. Snap Art takes care of all the tedious work of drawing brush strokes. For more control, the masking tool can bring out extra detail in areas that need it.

## About Exposure

Exposure enables digital photographers to achieve accurate film simulation, using a wide range of creative effects in a simple interface. Significantly, Exposure can be used as a plug-in with popular host software or as a stand-alone program for even greater flexibility.

Exposure brings all the creative tools of traditional film photography to the world of digital, such as the look of discontinued films, darkroom tricks, and trendy lo-fi camera quirks. Popular classic films like Kodachrome, Polaroid and even Panatomic-X are accurately simulated. Hundreds of preset effects can be applied with a single mouse-click, helping photographers achieve their desired look quickly. Exposure includes both Color and black-and-white processing so there's no need to switch between tools.

To help users get started and for advanced techniques, the Alien Skin website has a library of [tutorial videos](#) and [free trials](#).

## About Alien Skin Software

Alien Skin Software makes creative tools for photographers and graphic designers. The company distills advanced math and cutting edge research into simple tools that render beautiful pictures. Alien Skin software's reputation for bug-free software and friendly tech support has grown worldwide since its founding in 1993. For more information, visit the Alien Skin website at [www.alienskin.com](http://www.alienskin.com).

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