



**FOR IMMEDIATE RELEASE**

## **DxO Labs and onOne Software Join Forces to Offer Demanding Photographers Exciting Software Bundles**

*Award-winning imaging applications DxO Optics Pro v4.1 and  
onOne Software's Genuine Fractals 4.1 available together  
at a significant savings*

**Paris, France & Portland, OR – February 8, 2007 – DxO Optics Pro**, the advanced software application for automatic digital image enhancement, and **onOne Software's Genuine Fractals**, a Photoshop® plug-in that produces high-quality enlargements from digital image files, are now available together for a limited time at a significant savings from the online stores of onOne Software and DxO Labs.

"Bundling DxO Optics Pro with onOne Software's Genuine Fractals helps ensure that the enhancements photographers make to their photos remain intact regardless of the size of the final print or usage," says Luc Marin, vice president of the Photography business at DxO Labs.

"We are pleased to have the opportunity to join with DxO Labs to offer these two important digital imaging software programs that enhance the workflow of today's busy photographers especially at such a significant savings," said Craig Keudell, president of onOne Software.

### **About DxO Optics Pro**

DxO Optics Pro is the award-winning digital image enhancement tool incorporating revolutionary optics, noise and exposure corrections in an easy-to-use, feature rich application for Mac and PC users. DxO Optics Pro software improves the image quality of Digital Single-Lens Reflex (SLR) cameras and advanced digicams. DxO Optics Pro has been chosen as 2006 "Best Photo Software" by the Technical Image Press Association (TIPA).

### **About onOne Software's Genuine Fractals**

For extraordinary image enlargements up to 800%, Genuine Fractals enables photographers to create high-quality, print-ready enlargements yet save files in a small, space-saving format for easy archiving and file transfers. The patented scaling algorithm in Genuine Fractals maintains the fine image detail that photographers work hard to capture while not introducing edge halos or additional artifacts when resizing digital images. All purchasers of Genuine Fractals after December 18, 2006

will get a free upgrade via download to Genuine Fractals 5 for Photoshop CS3 once it is available.

**Special offer pricing (limited time only)**

DxO Optics Pro v4.1 Starter + onOne Software's Genuine Fractals → \$179 instead of \$239

DxO Optics Pro v4.1 Standard + onOne Software's Genuine Fractals → \$199 instead of \$309

DxO Optics Pro v4.1 Elite + onOne Software's Genuine Fractals → \$349 instead of \$459

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**About DxO Labs**

DxO Labs develops and licenses software IP and silicon IP for embedded architectures for still and video image processing. DxO Labs invests extensively in research in applied mathematics and, as a result, has acquired unique savoir-faire across the entire imaging chain. This expertise enables DxO Labs to provide reliable, state-of-the-art technologies that power excellence in all aspects of image quality.

The products in DxO Labs' portfolio not only provide outstanding features, they produce substantial system cost reductions and are steadily finding a place at the heart of consumer electronics and advanced imaging systems. The company's key customers and partners encompass:

- Consumer electronics manufacturers such as digital camera vendors, camera phone vendors, laptop vendors;
- Industry imaging components suppliers such as camera module manufacturers, sensor vendors, processor vendors;
- Demanding photographers as well as photography journalists and imaging experts.

DxO Labs' ambition is for the "Image Science by DxO" brand to become an undisputed, trusted mark of excellence in image quality and a new reference standard for consumers and the leading companies in the imaging business. For more information, visit [www.dxo.com](http://www.dxo.com)

In North America, DxO Optics Pro is available through Calumet Photographic([www.calumetphoto.com](http://www.calumetphoto.com)) and Adorama Camera ([www.adorama.com](http://www.adorama.com)).

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**About onOne Software**

onOne Software develops time-saving software solutions for professional and advanced amateur photographers in the digital photography and graphic design industries. onOne Software solutions have been created to help photographers spend more of their time



behind the camera taking pictures instead of the computer workstation. Such solutions include a wide range of easy-to-use plug-in enhancements for Adobe® Photoshop®, Photoshop Elements and QuarkXPress®.

onOne Software delivers the highest quality software products to users by working with industry leaders and continuing to develop core technologies for professional photo and desktop publishing solutions on both Macintosh and Windows operating systems. Founded in 2005, onOne Software is a privately held company located in Portland, Oregon. For additional information, visit [www.onOnesoftware.com](http://www.onOnesoftware.com) or call 1-888-968-1468.

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