



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

## **DxO Optics Pro v5 Debuts Support for the Nikon D3 Professional D-SLR Camera**

*Additional lens support also added for Nikon and Canon systems*

**Paris, France – February 13, 2008 – DxO Labs** today announced that **DxO Optics Pro v5**, the latest version of its award-winning flagship software application for automatic image quality enhancement for Digital SLR camera users, now supports the new Nikon D3 camera body and an initial selection of lenses. The addition of this professional Digital SLR comes close on the heels of support for the recently released Nikon D300 advanced Digital SLR. Lens correction modules for three popular Nikkor lenses are available for the Nikon D3: the AF-S Nikkor 24-70mm f/2.8G ED, the AF Nikkor 50mm f/1.4D and the AF-S Nikkor 14-24mm f/2.8G ED. Support for the Nikon D3 and lenses is available in DxO Optics Pro v5 Elite.

The new Nikon D-SLR is built for high performance shooting featuring a full frame sensor and high ISO capabilities for exceptional results even in low light. "This SLR is built for demanding professional photographers who will make no compromise in image quality. And that's what DxO Optics Pro is all about: getting the best image quality possible," says Luc Marin, VP of the Photography business at DxO Labs.

At the heart of DxO Optics Pro v5 is an innovative RAW conversion engine which includes a completely new demosaicing algorithm producing images with much more detail and fewer artifacts. The other key characteristic of DxO Optics Pro's new RAW Engine is that a newly-developed noise reduction is performed upfront, before noise has a chance to be amplified by the RAW conversion process and absorb important fine details.

Combined with other proprietary techniques, DxO Optics Pro v5's new RAW Engine produces both the most detailed and most natural looking images yet – its very fine and homogenous grain translating into subtle shades and textures. DxO Optics Pro v5's new RAW conversion engine has been fine-tuned and optimized with the rest of the software's automated image enhancement features (optical corrections, color rendering, exposure optimization, highlight recovery, etc.) to produce best-in class results.



The Nikon D3 and accompanying lenses aren't the only additions to DxO Optics Pro v5. Extra lenses for the Canon EOS 40D, Canon EOS Digital Rebel XT (350D or Kiss Digital N), Canon EOS Digital Rebel XTi (400D or Kiss Digital X) and the Nikon D300 are also now supported in both the Elite and Standard editions. Further fine-tuning has been done to the software to continue to improve its functionality.

Canon EOS 40D	Canon EF-S 55-250mm f/4-5.6 IS
Canon EOS DIGITAL REBEL XT, 350D or Kiss Digital N	Canon EF-S 18-55mm f/3.5-5.6 IS
Canon EOS DIGITAL REBEL XTi, 400D or Kiss Digital X	Canon EF-S 55-250mm f/4-5.6 IS
Nikon D300	AF Nikkor 50mm f/1.8D
Nikon D300	AF Nikkor 50mm f/1.4D
Nikon D300	AF-S Zoom-Nikkor 17-35mm f/2.8D IF-ED

DxO Labs has also reset the demo limitation at "0" for everyone who has demo'd version 5. This means that those photographers wishing to test drive the software with the Nikon D3 can do so—even if they've previously reached their limit of two demo activations.

**Pricing and availability**

DxO Optics Pro v5 is available immediately on the company's e-store or from respected retailers for Windows users. DxO Optics Pro v5 for Macintosh will first be available as a public-beta and is planned for distribution in the spring of 2008.

DxO Optics Pro v5 is available in Standard and Elite versions at pricing unchanged from version 4.5:

DxO Optics Pro v5 Standard: \$169

DxO Optics Pro v5 Elite: \$299

(All prices are excluding sales taxes)

All customers who purchased DxO Optics Pro v4.5 on or after August 1<sup>st</sup>, 2007 are entitled to a free upgrade to version 5. For customers who purchased DxO Optics Pro before August 1<sup>st</sup>, 2007, the pricing of upgrades is as follows:

DxO Optics Pro Standard (any version) to DxO Optics Pro v5 Standard: \$95

DxO Optics Pro Elite (any version) to DxO Optics Pro v5 Elite: \$125

**Operating System Requirements**

Windows:

- Intel® Pentium® 4 processor or AMD® equivalent (Pentium® Dual Core or higher or equivalent recommended)
- Microsoft® Windows XP 32 bits Service Pack 2 or Windows VISTA™ 32 bits



Macintosh:

- Universal Binary (G4, G5 or Intel)
- Mac OS X.4 or X.5

120 MB of available disk space

DxO Optics Pro Standard Edition: 1 GB RAM

DxO Optics Pro Elite Edition: 2GB RAM

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### About DxO Labs

DxO Labs offers products and solutions ensuring excellence in digital imaging. DxO Labs develops and licenses intellectual property serving the entire digital imaging chain: licensing of optics and silicon architectures for embedded still and video image processing; image quality evaluation and measurement tools and methodologies; image quality enhancement software for consumers. The company's key customers and partners include:

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

DxO Labs' product portfolio is steadily finding a place at the heart of advanced consumer electronics and world-class industry imaging systems where "Image Science by DxO" becomes a reference for quality.

For more information or a list of distributors and resellers, visit DxO Labs online at [www.dxo.com](http://www.dxo.com)

### Press Contact Information

**Deborah Gallin**

DxO Labs

France

+ 33 1 55 20 55 99

[press.relations@dxo.com](mailto:press.relations@dxo.com)

**Steve Rosenbaum / Leigh Nofi**

SIR Marketing Communications, Inc.

USA

+ 1 631-757-5665

[sir@sironline.com](mailto:sir@sironline.com)

DxO Labs, S.A. 3, rue Nationale 92100 Boulogne France

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