



For immediate release

## **DXO LABS APPOINTS ALPHA DIGITAL SERVICES TO DISTRIBUTE DXO OPTICS PRO SOFTWARE IN THE UK**

Paris, France—February 24, 2006—**DxO Labs**, a software company focused on research in image generation and enhancement for digital capture devices, announced today that **Alpha Digital Services Ltd.** will be responsible for distributing **DxO Optics Pro** software in the UK.

**DxO Optics Pro**, the award-winning software tool for serious amateur and professional photographers, takes camera and lens performance enhancement to a new level with the incorporation of several new DxO technologies. **DxO Optics Pro** is available in three editions-- Starter, Standard and Elite--and provides image correction capabilities for a wide range of digital cameras from high-end digicams to professional Digital-SLRs.

"**DxO Labs** selected **Alpha Digital Services** as distributor in the UK because of their commitment to and knowledge of the digital imaging industry. We are very excited about being included in their portfolio and are looking forward to working with them," said Luc Marin, Vice President of the Photography business at **DxO Labs**.

"**DxO Optics Pro** is an amazing software tool for digital photographers," said Frazer Allen, Managing Director of Alpha Digital Services, Ltd. "**DxO Labs** is serious about offering the best to professional and avid amateur photographers. We are eager to assist them in becoming more successful in the UK."

**Alpha Digital Services** Ltd. distributes photography-related products from a number of well-known brands including Ricoh, Braun, Liesegang and Sagem.

**DxO Optics Pro** is available from reputable dealers in the UK.

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## About DxO Labs and its DxO Technology

DxO Labs is a software company developing image generation and enhancement technologies. We provide reliable off-the-shelf solutions for serious amateurs and professional photographers, photography journalists and experts as well as companies in the imaging business such as digital camera or cameraphone vendors, mobile operators, and printing or photofinishing professionals.

The company's patented DxO technologies, the DxO Technology Foundations, are the result of state-of-the-art academic mathematical research. The DxO Technology Foundations comprise a set of software components to generate images or correct major imaging defects, such as color, contrast, blur, various optics faults, JPEG artifacts, etc.

For more information, visit DxO Labs online at [www.dxo.com](http://www.dxo.com)

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