

UNDER EMBARGO UNTIL 9:00 AM (EST) THURSDAY, MARCH 8, 2007

**New DxO FilmPack v1.1 Adds Exclusive Toning Modes,
Adobe Photoshop Plug-in Compatibility and Features a
Special Introductory Price of \$69 until May 31st**

*Simulating the grain and color of popular films and including new “toning” options,
version 1.1 of DxO FilmPack is also available as a stand-alone application
as well as add-on to DxO Optics Pro*

Las Vegas, Nevada – March 8, 2007 – PMA 07 Booth #J271 – DxO Labs today announces the immediate availability for Windows and Macintosh of **DxO FilmPack v1.1**. Based on detailed analysis and calibration of the originals, **DxO FilmPack** enables digital photographers to add the effect – in terms of color and grain - of more than 20 slide, black-and-white and color negative films. **DxO FilmPack** even permits users to combine the color rendition and grain profiles of different films. This latest version also adds a range of “toning” renditions bringing DxO FilmPack ever closer to a traditional darkroom experience.

Version 1.1 of **DxO FilmPack** now provides its functionality as an Adobe Photoshop plug-in (CS2, CS3 and Photoshop Elements 4 & 5), a stand-alone application and an add-on to **DxO Optics Pro 4.2** or greater.

DxO FilmPack effects can be applied to any digital image in JPEG or TIFF8 or TIFF16 format, regardless of its source (digital camera, bridge camera, D-SLR, digital scan, etc). When used within **DxO Optics Pro**, the **DxO FilmPack** effects can even be applied to RAW images, providing even greater color accuracy.

“Since launching **DxO FilmPack** as a **DxO Optics Pro** add-on last December, the demand for a version as an Adobe Photoshop plug-in has been phenomenal. With DxO FilmPack v1.1, we are extremely pleased to bring the benefits of DxO Image Science Technology to an ever wider community of digital photographers,” commented Luc Marin, VP Business Development – Photography at DxO Labs.

DxO FilmPack (v1.1) includes the following film profiles and tonings:

Slide films	Kodak Ektachrome 100VS Kodak Kodachrome 25 Kodak Kodachrome 64 Kodak Kodachrome 200 Fuji Astia 100 Fuji Provia 100 Fuji Velvia 50
Black & White films	Kodak T-Max 3200 Kodak Tri-X 400 Kodak BW 400CN Fuji Neopan Acros 100 Ilford XP2 Ilford Pan F Plus 50 Ilford HP5 Plus 400 Ilford Delta 400 Ilford HPS 800
Color Negatives	Kodak Portra 160NC Kodak Portra 160VC Fuji Fujicolor Supéria Réala 100 Fuji Fujicolor Supéria X-tra 800 Fuji Fujicolor Supéria HG 1600
Mixed rendition	Kodak Elite 100 --> cross-processed into C41 Fuji Supéria 200 --> cross processed into E6
Tonings	Ferric sulfate – <i>New in v1.1</i> Gold – <i>New in v1.1</i> Selenium – <i>New in v1.1</i> Gold Sepia – <i>New in v1.1</i> Terra Sepia – <i>New in v1.1</i>

(For details on how the DxO FilmPack was created, please see the [DxO FilmPack technical document](#)).

Pricing and availability

Priced at **\$99**, **DxO FilmPack v1.1** is available immediately from the DxO Labs e-store (www.dxo.com) at the **introductory price of \$69** (excluding sales taxes) until May 31st, 2007. DxO FilmPack v1.1 will also be available from the company's network of selected resellers and distributors later in March.

All customers having purchased the first version of DxO FilmPack after January 7th, 2007 are entitled to a free upgrade to version 1.1. The price of the upgrade for customers having purchased before this date is \$49 (excl. sales taxes).



System Requirements

- 1 GB RAM
- 80 MB available disk space
- Adobe Photoshop® CS2 or CS3, or Adobe Photoshop® Elements 4 or 5, or DxO Optics Pro v4. 2 and above for the Photoshop Plug-In

Windows :

- Intel® Pentium® 4 processor or AMD® equivalent (Pentium® Dual Core or higher or equivalent recommended)
- Microsoft® Windows 2000, Windows XP, Windows Vista

Macintosh :

- G4, G5 or Intel-Mac
- Mac OS X.3 or X.4

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, visit DxO Labs online at www.dxo.com

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

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