



PRESS

For Immediate Release

DxO Labs to Bring DxO Optics Pro Software Directly to Photo Pros at WPPI 2006

Expected attendance of ten thousand portrait and wedding photographers makes the WPPI show a natural kick-off for the company's 2006 U.S. marketing effort

Paris, France (March 28, 2006) – DxO Labs announces today that it is kicking-off the 2006 U.S. marketing effort for **DxO Optics Pro Software (v3.5)** at the Wedding and Portrait Photographers International (WPPI) Convention, one of the country's largest tradeshows and conventions in professional photography. **DxO Optics Pro v3.5** 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.

"With **DxO Optics Pro**, seeing really is believing," says Luc Marin, vice president of the Photography Business at DxO Labs. "We want photographers to see how this revolutionary software tool automatically corrects the limitations of their digital cameras and lenses. DxO Optics Pro corrects optical defects like distortion, vignetting, chromatic aberrations and lens softness. It also reduces image noise by 2 f-stops and optimizes exposure and dynamic range. Photographers around the world tell us how our software brings out the best in their cameras and lenses. We encourage other photographers to try our free demo software to experience DxO Optics Pro for themselves."

This year's annual WPPI Convention and Tradeshaw takes place from April 7-12 at Paris and Bally's Convention Center in Las Vegas, NV. DxO Labs will be at booth #527 demonstrating **DxO Optics Pro v3.5**. WPPI attendees can also see examples of portraits and wedding photography by DxO Image Masters. Or visit www.dxo.com to view these image galleries.

About DxO Labs and its DxO Technology

DxO Labs is a software and intellectual property licensing company focused on research in applied mathematics for still and video image processing. We provide advanced technologies and reliable, off-the-shelf solutions to achieve excellence in all aspects of image quality for companies and consumers in the imaging business:

- Digital camera vendors;
- Professional and serious amateur photographers;
- Photography journalists and imaging experts.
- Mobile imaging: cameraphone vendors, camera module manufacturers, sensor and processor vendors;

We guarantee state-of-the-art technology in image processing thanks to our significant research efforts. **DxO Labs'** ambition is for the "**DxO**" brand to become recognized as the consumer's trusted mark of excellence in image quality

For more information, visit DxO Labs online at www.dxo.com

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