

For Immediate Release

DXO OPTICS PRO STARTER EDITION: "IMAGE QUALITY BOOSTER" SOFTWARE HELPS ALL USERS GET THE MOST OUT OF THEIR DIGITAL CAMERAS AND PHOTOS

New York, NY (March 30, 2006) – DxO Labs announces that **DxO Optics Pro Starter Edition**, the newest addition to the **DxO Optics Pro software family**, is on sale via the company's e-store (<http://store.dxo.com>). Based on the award-winning image enhancement technology acclaimed by Digital Single-lens Reflex (SLR) camera users, **DxO Optics Pro Starter Edition** processes images entirely automatically and is specifically designed for use with advanced digicams, also known as "ZLR", "SuperZoom" or "Bridge" cameras.

"According to recent industry research*, the U.S. digital camera market will generate close to \$6.8 billion in revenue and sell a record-breaking 29.5 million units in 2006, making digital photography one of the fastest-growing hobbies in America," says Luc Marin, vice president of DxO Labs Photography business. "**DxO Optics Pro Starter Edition** has been created to make the images produced with higher-end digital cameras the best they can be. The results are outstanding for all users – beginners and experts alike can achieve the same quality easily. In essence, this software can be thought of as a 'camera upgrade'."

DxO Optics Pro Starter Edition supports digital cameras including: Sony DSC-H1, Sony Cyber-shot DSC-R1, Canon PowerShot Pro S2 IS, Kodak P850, Olympus SP-500, Nikon Coolpix 8800, Konica Minolta DiMAGE Z6, Panasonic DMC-FZ30, Konica Minolta DiMAGE A2, Konica Minolta DiMAGE A200, and Sony F-828 as well as three new digital cameras: Kodak P880, Fuji S9000 and Samsung Pro 815. Additional cameras will be supported in the future.

Just push a button to improve images

A unique benefit of **DxO Optics Pro Starter Edition** is its automated workflow. Working on a PC Windows or Mac computer, users simply drop images into the program and press "Start" to improve the images, leaving DxO Optics Pro to do all the complex image enhancement

* *Infotrends Research Group*

tasks automatically. This automated operation has several important benefits:

- Virtually no learning curve; optimal results are achieved from the first use of the program.
- Much less time is spent in front of the computer tweaking images, leaving more time to do other things such as shooting more pictures!

Powerful Automatic Image Enhancement

DxO Optics Pro Starter Edition automatically improves the images from supported cameras in the following areas:

- Optimization of exposure and contrast thanks to **DxO Lighting Engine** which automatically reveals shadow details, improves backlit images, and gives images more “pop”!
- Removal of Image Noise achieving a 2-stop gain thanks to **DxO Noise Engine** – making it possible to shoot in low-light situations without the inconvenience of digital noise.
- Removal of optical defaults such as lens distortion, vignetting, chromatic aberrations, purple fringing thanks to **DxO Optics Engine**.



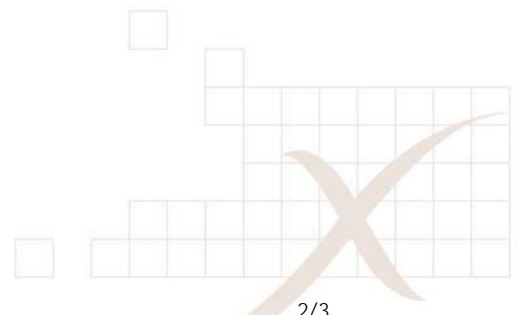
Original



After using DxO Optics Pro

DxO Optics Pro Starter Edition: The camera performance upgrade

DxO Optics Pro Starter Edition's state-of-the-art image improvements are based on DxO Labs' patented technology for modeling true camera performance. Each supported camera and its lens are studied in great detail, and thousands of highly controlled test images are shot. A mathematical model of the camera's performance is then produced which can be used to “reverse” or eliminate image imperfections.



Availability and pricing

DxO Optics Pro Starter Edition is available for Windows and Macintosh.

DxO Optics Pro Starter Edition is priced at \$79.

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

Press Contact Information

Deborah Gallin
Press and External Relations
DxO Labs (France)
+ 33 1 55 20 55 99
pressrelations@dxo.com

Steve Rosenbaum / Leigh Nofi
SI.R. Marketing Communications, Inc. (U.S.A.)
+ 631-757-5665
sir@sironline.com

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

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