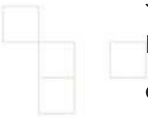


For immediate release

## **DXO OPTICS PRO v3.0 SOFTWARE TO SUPPORT NEW FULL-FRAME CANON DIGITAL SLR**

*Photographers worldwide to benefit from DxO Labs' image enhancement technologies with the new Canon EOS 5D, Canon EOS-1D Mark II N and new Canon lenses*



**Paris, France, August 22, 2005** – DxO Labs announced today that **DxO Optics Pro v3.0** Digital SLR and lens automatic image quality enhancement software will soon support Canon's new Digital SLRs and lenses. **DxO Optics Pro v3.0** incorporates revolutionary optics, noise and exposure corrections in an all-new, easy-to-use, feature-rich application for both Mac and PC users.

"DxO Optics Pro has always been about allowing Digital SLRs and their compatible lenses to automatically achieve peak performance – beyond what is possible with the hardware alone. We are very excited by Canon's announcements today and in particular by the new full-frame Canon EOS 5D. We plan to support these major products from Canon in the weeks following their availability," stated Luc Marin, vice president of the Photography Business Unit at **DxO Labs**.

### **Full-Frame sensors benefit greatly from DxO Optics Pro technology.**

There are many advantages to a full-frame image sensor in a Digital SLR camera – notably the absence of a focal length multiplying factor compared to traditional 35mm film cameras. However, high-pixel count, full-frame sensors are also incredibly demanding in terms of optical performance, highlighting aberrations such as distortion, vignetting, chromatic aberrations and lens softness. Thanks to its unique set of algorithms, **DxO Optics Pro v3.0** can automatically correct these problems as well as reduce image noise by up to two stops and optimize exposure and dynamic range.

### **DxO Optics Pro support fast becoming a purchase criteria for photographers**

In a recent survey of more than 1,500 photographers conducted by DxO Labs, more than 2/3 of respondents affirmed that they would be more likely to buy a camera or lens knowing that

it is supported by **DxO Optics Pro v3.0**. DxO Labs is happy to provide photographers one more reason to choose Canon's new offerings.

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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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