



FOR IMMEDIATE RELEASE

VERTUS AND DXO LABS PARTNER TO OFFER THE INDUSTRY'S BEST MASKING AND IMAGE REFINEMENT TOOLS IN A SINGLE DISCOUNTED PACKAGE

Vertus' New Fluid Mask 3 and DxO Labs' DxO Optics Pro or DxO FilmPack Products Will Be Available in a Bundled Package for a Limited Time Only

BOSTON, MA & PARIS, FRANCE – September 4, 2007 – Vertus, the graphics and imaging software division of Heligon, a technology business specializing in image data interpretation, in partnership with DxO Labs, producers of solutions which guarantee excellence in digital imaging, today announced the immediate availability of three new bundled software packages. Each package includes the newest version of Vertus' award-winning Fluid Mask, the professionals' choice for rapid, powerful and intuitive masking and high-quality image blending, and either DxO Optics Pro v4.5 (Standard or Elite) or DxO FilmPack software, which provides the most advanced image enhancing tools currently available.

This limited time discounted offer will only be available from September 3 – October 17, 2007, and will be available in three configurations:

- Fluid Mask 3 & DxO Optics Pro Elite: \$399.00 (Savings of \$139)
- Fluid Mask 3 & DxO Optics Pro Standard: \$299.00 (Savings \$109)
- Fluid Mask 3 & DxO FilmPack: \$229.00 (Savings \$109)

These unique bundled packages are available for immediate sale and download at <http://shop.dxo.com> or http://www.vertustech.com/promopages/dxo_bundle.htm

“We are extremely enthusiastic about joining with DxO Labs to offer these valuable image editing packages,” said James Carr-Jones, president & CEO of Vertus. “Using the unmatched masking capabilities of the new Fluid Mask 3 and the unique image enhancements or effects available with DxO Labs' products such as DxO Optics Pro and DxO FilmPack, image editing will not only be fast and accurate, but more brilliant and inventive. Users who take advantage of these limited time offers will truly be acquiring the best image editing products on the market.”

The combination of these unique tools provides image editors with the software tools necessary to create the most accurate and efficient image alterations. By adapting techniques that mimic the way the human eye and brain see edges and objects, Fluid Mask 3 identifies the outline of the various colors, textures and shades, and separates the image into individual puzzle-like pieces to enable the easiest and most accurate masks available. The unique tools included in DxO Optics Pro allow users to perform batch enhancements of their digital images, eliminating distortions, optimizing exposure, dynamic range, and correcting noise (to name just few corrections) in a few clicks of the mouse. Fine tuning image effects with DxO FilmPack allows users to mimic the style and grain of the most celebrated conventional films, by reproducing the aesthetic properties of these film types and applying them with a single click.

“This partnership with Vertus enables us to offer a significant savings to photographers, graphic designers and other users,” said Luc Marin, vice president of the Photography Business at DxO Labs. “Our DxO Optics Pro software enables users to optimize their images and eliminate distortion, lens softness or color fringing before performing image extraction with Fluid Mask 3. Then DxO FilmPack renders digital effects like color and grain previously only available with traditional film. With images rendered near perfect with DxO Labs’ products and the highest quality cut outs performed with Fluid Mask 3, image editors will undoubtedly exceed their every creative expectation.”

About Fluid Mask 3

Fluid Mask 3 includes more powerful and accurate blending than its predecessor along with an improved “Smart Blending” capability unique to the software, a more effective edge detection system, and more intuitive workflow resources. With these improved capabilities, Vertus has taken the market’s most powerful and accurate masking tool and improved its most critical features. Fluid Mask 3 is currently available for both Windows and Mac based operating systems, and will continue to function as a plug-in for Adobe Photoshop CS2, CS3 & Elements; and for the first time will also work in stand alone mode. The new product is available for download through the Vertus website at <http://www.vertustech.com>.

About DxO Optics Pro & DxO FilmPack

DxO Optics Pro is the multi-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. DxO Optics Pro software improves the image quality of Digital Single-Lens Reflex (SLR) cameras and a selection of advanced digital cameras.

DxO FilmPack v1.2 enables digital photographers to add the effects – in terms of color and grain - of more than 20 slides, black-and-white and color negative films. DxO FilmPack even permits users to combine the color rendition and grain profiles of different films. When used within DxO Optics Pro, the DxO FilmPack effects can even be applied to RAW images, providing even greater color accuracy. Version 1.2 of DxO FilmPack is available as an Adobe Photoshop plug-in for Photoshop CS2, CS3 and Photoshop Elements 4 & 5, as a stand-alone application and as an add-on to DxO Optics Pro 4.2 or greater. For more information on DxO Optics Pro or DxO FilmPack software visit: <http://www.dxo.com>

About Vertus

Vertus is the graphics and imaging software division of Heligon, a technology business specializing in image data interpretation. Heligon's groundbreaking technology uses complex algorithms to mimic the way the human eye and brain perform visual processing so that complex shapes and colors can be recognized within images. Heligon licenses its technology to market leaders in industries including design and graphics, printing and video. More information on Vertus can be found at: <http://www.vertustech.com>

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.. Additional information on DxO Labs is available at: <http://www.dxo.com>.

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