



PRESS

**FOR IMMEDIATE RELEASE**

*DxO Labs at Photokina  
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Hall 4.1, Aisle F, Booth 036*

## **DXO OPTICS PRO v4 SUPPORTS NIKON D2XS AND SONY ALPHA D-SLRs**

**Cologne, Germany, Photokina Hall 4.1, Aisle F, Booth 036 (September 25, 2006) – DxO Labs** announces today that the Windows PC version of **DxO Optics Pro v4** supports Nikon D2Xs and Sony Alpha digital single lens reflex cameras. **DxO Optics Pro v4** automatic digital image enhancement software offers 19 camera body and lens combinations for the Nikon D2Xs and an initial selection of the most popular lenses for the Sony Alpha, including the Sony DT 18-70mm F 3.5-5.6 kit lens. **DxO Optics Pro v4** is available immediately on the DxO Labs Web site ([www.dxo.com](http://www.dxo.com)) . **DxO Optics Pro** 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. **DxO Optics Pro** software improves the image quality of Digital Single-Lens Reflex (SLR) cameras and advanced digicams.

“There has been great demand among photographers for **DxO Optics Pro** to support the Nikon D2Xs and especially the Sony Alpha. With their addition to our library of correction modules, **DxO Optics Pro** remains an undisputed leader in automatic image enhancement for photographers using the newest D-SLRs,” says Luc Marin, vice president of the DxO Labs Photography Business unit. “Fall 2006 will see even more camera support being added to DxO Optics Pro, including the leading models from Canon and Nikon.”

The Nikon D2Xs is available in the **DxO Optics Pro v4 Elite** version. The Sony Alpha is available in both **DxO Optics Pro v4 Standard** and **DxO Optics Pro v4 Elite**.

A free, fully functional demo version is available in addition to the commercial version at [www.dxo.com](http://www.dxo.com) The Mac and Intel Mac release of **DxO Optics Pro v4** will support the Nikon D2Xs and Sony Alpha upon its availability, expected at the end of October. The Mac version 3.55 does not support these cameras. Purchasers of the current Macintosh version (v3.55) are entitled to a free upgrade when version 4 Macintosh ships.

Pricing of full versions of **DxO Optics Pro v4** will remain unchanged:

- DxO Optics Pro v4 Starter: €64 / \$79
- DxO Optics Pro v4 Standard: €124 / \$149
- DxO Optics Pro v4 Elite: €249 / \$299

(All prices are ex. VAT and sales taxes)

**DxO Optics Pro** has been chosen as 2006 “Best Photo Software” by the Technical Image Press Association (TIPA).

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## About DxO Labs

DxO Labs develops and licenses software IP and silicon IP for embedded architectures for still and video image processing. DxO Labs invests extensively in research in applied mathematics and, as a result, has acquired unique savoir-faire across the entire imaging chain. This expertise enables DxO Labs to provide reliable, state-of-the-art technologies that power excellence in all aspects of image quality.

The products in DxO Labs’ portfolio not only provide outstanding features, they produce substantial system cost reductions and are steadily finding a place at the heart of consumer electronics and advanced imaging systems. The company’s key customers and partners encompass:

- Consumer electronics manufacturers such as digital camera vendors, camera phone vendors, laptop vendors;
- Industry imaging components suppliers such as camera module manufacturers, sensor vendors, processor vendors;
- Demanding photographers as well as photography journalists and imaging experts.

DxO Labs’ ambition is for the “Image Science by DxO” brand to become an undisputed, trusted mark of excellence in image quality and a new reference standard for consumers and the leading companies in the imaging business.

For more information, visit [www.dxo.com](http://www.dxo.com)

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