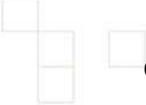


FOR IMMEDIATE RELEASE

*DxO Labs at Photokina
Sept 26 – Oct 1, 2006
Hall 4.1, Aisle F, Booth 036*

DXO LABS ANNOUNCES IMMEDIATE AVAILABILITY OF DXO OPTICS PRO v4 FOR WINDOW

Automatic image enhancement software introduces advanced color features, new optical and image geometry corrections, improved workflow and speed as well as plug-in compatibility with Adobe® Photoshop®



Cologne, Germany, Photokina Hall 4.1, Aisle F, Booth 036 (September 25, 2006) – DxO Labs announces today the immediate availability of the Windows PC release of **DxO Optics Pro v4** on the DxO Labs Web site (www.dxo.com). A free, fully functional demo version is available in addition to the commercial version. **DxO Optics Pro** software improves the image quality of Digital Single-Lens Reflex (SLR) cameras and advanced digicams. The Mac and Intel Mac release of **DxO Optics Pro v4** is expected to be available for download at the end of October. Purchasers of the current Macintosh version (v3.55) are entitled to a free upgrade when version 4 Macintosh ships. **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 v4** brings a wealth of true innovations that are simply not available in other products,” said Luc Marin, vice president of the Photography Business Unit at **DxO Labs**. “In the ten months since releasing the previous (v3.5) **DxO Optics Pro** software, our engineers have worked diligently to add the kinds of improvements photographers world wide have been requesting.”

DxO Optics Pro v4 includes four main areas of exciting new functionality:

NEW: Unique DxO Color Engine with breakthrough features

Thanks to the new DxO Color Engine, **DxO Optics Pro v4** provides photographers with a complete color adjustment toolbox including two revolutionary features:

- A selection of Color Rendition Profiles and Color Modes. In particular, the Color Rendition profile of one camera can be applied to images taken with another camera. Also DxO Optics Pro v4 includes color rendition profiles to achieve famous silver halide film looks such as Velvia[®], Ektachrome[®] or Kodachrome[®].

- New unique Multi-Point Color Balance tool to easily perform optimal color balance for a given scene.

Many other color features are included and in particular the ability to import third party ICC color rendition profiles.

NEW: Third generation DxO Optics Engine – comprehensive image geometry control

Now in its third release, DxO Optics Engine, a core component of **DxO Optics Pro**, expands functionality to include horizon adjustment (rotation), keystone (perspective) correction as well as a new exclusive Volume Anamorphosis correction feature. This groundbreaking feature automatically brings three-dimensional objects that appear deformed by ultra-wide angle lenses back to their correct proportions. The effect of this unique correction is particularly dramatic for images including human beings. As with previous versions, DxO Optics Engine automatically corrects lens distortion, vignetting, lens softness and chromatic aberrations including purple fringing.

NEW: Improved Performance and Optimized Workflow – up to 500% faster

Remaining focused on providing automatic image enhancement, **DxO Optics Pro v4** marks a radical overhaul of the application's ergonomics as well as many important enhancements to the workflow. Both image adjustment and image processing speed have been key priorities in the development of **DxO Optics Pro v4** resulting in speed increases of up to 500% compared to the previous version. **DxO Optics Pro v4** will also be optimized for Mac/Intel processors.

NEW: Core DxO image enhancement features available as an Adobe® Photoshop®.

Import Plug-In

Now, DxO Optics Pro features will always be available within the most popular photo-retouching application. Once installed, the new **DxO Optics Pro Photoshop®** Import Plug-in will allow users to directly access core DxO image correction features when opening RAW or JPEG images.

Availability and upgrade policy

DxO Optics Pro v4 Windows for PC is available immediately on www.dxo.com. **DxO Optics Pro v4** for Mac and Intel/Mac is expected to be available for download at the end of October. **DxO Optics Pro v4** will also be available through selected retailers at the end of October. All purchasers of **DxO Optics Pro v3.55** on or after June 20, 2006 are eligible for a free upgrade to v4.

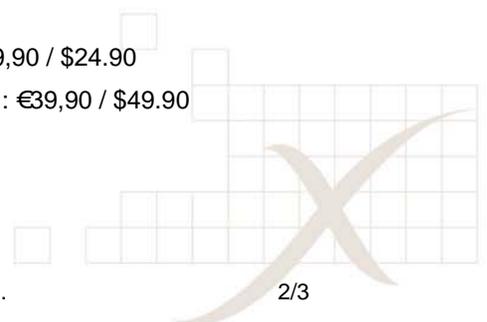
Pricing of full versions of **DxO Optics Pro v4** will remain unchanged:

- 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)

Upgrade prices to **DxO Optics Pro v4** are as follow:

- DxO Optics Pro v1.x Starter → DxO Optics Pro v4 Starter : €19,90 / \$24.90
- DxO Optics Pro v3.x Standard → DxO Optics Pro v4 Standard : €39,90 / \$49.90



- DxO Optics Pro v3.x Elite → DxO Optics Pro v4 Elite : €69,90 / \$79.90

(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).

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

Press Contact Information

Deborah Gallin
DxO Labs
France
+ 33 1 55 20 55 99
pressrelations@dxo.com

Steve Rosenbaum / Leigh Nofi
SIR Marketing Communications, Inc.
USA
+ 631-757-5665
sir@sironline.com

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

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