

October 4, 2005

## **DXO OPTICS PRO LICENSING FREQUENTLY ASKED QUESTIONS**

*A document answering the most common question on DxO Optics Pro's new pricing and licensing*

### **What did you change on October 4<sup>th</sup> with respect to DxO Optics Pro licensing?**

On October 4, 2005 we launched a new licensing model that gives DxO Optics Pro users **unrestricted** access to all DxO Lens Modules. DxO Lens Modules are software components that contain a mathematical model of a camera/lens combination. DxO Lens Modules are used by DxO Optics Pro to correct optical defaults in the image. There are currently 245 DxO Lens Modules available.

Previously **only one** DxO Lens Module was included in the initial purchase of DxO Optics Pro and additional DxO Lens Modules had to be purchased separately.

### **Does this change apply only to new customers? What about current customers?**

This change applies immediately to all current customers of DxO Optics Pro 3.0 as well as to new users.

Customers of previous versions of DxO Optics Pro (2.2, 2.0, 1.1, 1.0) must upgrade to DxO Optics Pro 3.0 in order to benefit from the new licensing model. Upgrades can be performed on our E-store at <http://store.dxo.com>.

### **What if I buy a product from a reseller, will I get the new licensing model?**

Absolutely. When you purchase a product from a reseller, you will have access to the full list of DxO Lens Modules upon registering the product on our website.

### **Why did you make this change to the licensing model?**

We made this change in response to market dynamics and because it makes sense for both our customers and for DxO Labs. The Digital SLR market is no longer a "niche market" and has been experiencing very strong growth. We needed to adapt to this wave of demand.

Demanding photographers are also swapping their gear more frequently than in the past and therefore requiring the use of more DxO Lens Modules. Also, at the entry-level end of the

D-SLR market, we are seeing a lot of new users with cameras at a much lower price-point than just a few months ago.

Based on these dynamics, we conducted in-depth research with photographers that showed us that by making the changes we have just announced, we would sell a lot more product and also save costs because of the simplification we are introducing. Photographers are set to benefit and so is DxO Labs. It's a win-win situation.

**Is there anything planned for customers who in the past bought extra DxO Lens Modules?**

To thank our loyal customers for their support in the past, we are going to offer the next chargeable DxO Optics Pro product upgrade for free to all customers on record on October 3, 2005 who own at least two DxO Lens Modules.

Note: The next planned upgrade to DxO Optics Pro is version 3.5, which is planned in November 2005. Upgrade from 3.0 to 3.5 is free for **all** users. So our special program will apply to the next chargeable upgrade after version 3.5.

**What are DxO Optics Pro Elite and DxO Optics Pro Standard Edition?**

The difference between these two flavours of DxO Optics Pro is the list of cameras that are supported. From a functionality point of view, the two products are identical.

DxO Optics Pro Standard Edition supports **advanced amateur** D-SLRs.

DxO Optics Pro Elite Edition supports **advanced amateur** D-SLRs **and** also **professional** D-SLRs.

**Did the price of the products change on October 4<sup>th</sup> as a result of your licensing changes?**

The price of DxO Optics Pro Standard Edition was left untouched apart from a \$10 reduction due to exchange rates consideration. DxO Optics Pro Standard Edition has a suggested retail price of \$149 / € 124 (exc. VAT & taxes).

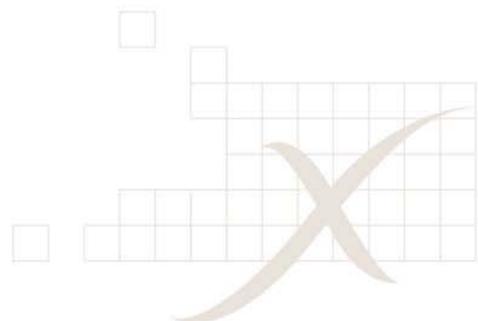
The price of DxO Optics Pro Elite Edition has been adjusted to reflect our new licensing model where DxO Lens Modules are now essentially "free of charge".

DxO Optics Pro Elite is priced at \$299 (previously \$249) / € 249 (previously € 189.9) (exc. VAT & taxes).

**What if I change my camera or lens in the future? Will I have to pay more money?**

No. With our new licensing system, you won't have to pay anything more! As we add support for more camera and lenses, users will have unrestricted free access to these modules (in the Standard or Elite variations).

**You also announced DxO Optics Pro 3.5, is there any connection with your new licensing system?**



In fact, the two announcements are independent of each other. DxO Optics Pro 3.5 contains a number of great product enhancements that will be available in November. The upgrade from DxO Optics Pro 3.0 to 3.5 is free for all users.

**Is it possible to upgrade from DxO Optics Pro Standard Edition to DxO Optics Pro Elite Edition?**

Yes. This can be done on our website. The cost of the upgrade is the price difference between the Standard and Elite versions plus a small administration fee.

**You recently announced you would support the Canon EOS 5D. When can we expect to see this happen and will the Canon 5D be included in the 'Standard' or 'Elite' version of DxO Optics Pro?**

We hope to release support for the Canon EOS 5D early in November, at the same time that we release DxO Optics Pro 3.5.

Because of its target market and features, support for the Canon EOS 5D will be added to the 'Elite' version of DxO Optics Pro.

**How many computers can I install DxO Optics Pro on?**

The software license for DxO Optics Pro allows installation on two computers.

**What if I buy a new computer, crash my hard drive, etc...**

Then please contact our support team ([support@dxo.com](mailto:support@dxo.com)) who will be pleased to arrange new activation rights.

**What if I use both a Macintosh and a Windows based computer?**

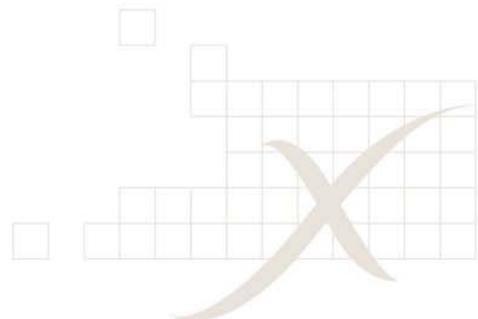
Not a problem. The license allows you to install on to computers running different operating systems. A Macintosh and Windows computer are fine.

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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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