


## **DXO LABS ANNOUNCES UNRESTRICTED ACCESS TO ALL DXO LENS MODULES FOR USERS OF DXO OPTICS PRO SOFTWARE**

*New DxO Optics Pro licensing structure provides unbeatable value  
for demanding photographers*



**New York, NY, USA, October 4, 2005** – DxO Labs announced today that the license fee for its flagship product **DxO Optics Pro** software will now allow unrestricted access to all compatible DxO Lens Modules thus providing a greatly simplified user experience and increased value for demanding photographers.

“We have been experiencing tremendous growth and demand from Digital SLR users worldwide over the last few months. Our new licensing arrangement allows us to respond more efficiently to the wave of opportunity presented by the ever increasing popularity of Digital SLRs. The new model is a win-win deal for our users and for us,” said Luc Marin, vice president of the Photography Business Unit at **DxO Labs**.

### **A simpler licensing model to benefit all users**

Previously, **DxO Optics Pro** was licensed with **one** compatible DxO Lens Module, with further Lens Modules available and priced separately. As of October 4, 2005 DxO Optics Pro users have immediate access to **all** compatible DxO Lens Modules with no further purchase necessary. There are currently more than 240 DxO Lens Modules available.

**DxO Optics Pro** is still offered in two separate editions supporting different camera ranges.

- **DxO Optics Pro Standard Edition** for advanced amateur Digital SLRs. Currently includes support for **12 cameras and 190 DxO Lens Modules. Priced at €124/US\$149.**
- **DxO Optics Pro Elite Edition** including support for professional Digital SLRs. Currently includes support for **15 cameras and 245 DxO Lens Modules. Priced at €249/US\$299.**

The price of DxO Optics Pro Standard Edition is unchanged; the price of DxO Optics Pro Elite Edition has been adjusted to reflect the increased DxO Lens Module usage by this category of photographer. Quoted prices are excluding VAT/Sales tax.

→ For more information, refer to *DxO Optics Licensing FAQ sheet*.

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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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