

DxO Optics Pro 5.3 New Raw Conversion Technology Turns the Promises of Very High ISO (Up To 25 600) Into Reality

This major new release of DxO Optics Pro also adds RAW support for the Nikon D700, Canon EOS Digital Rebel XS/1000D, and Canon PowerShot G9, 64-bit MS Windows compatibility, support of Adobe Lightroom 2, numerous new DxO Optics Correction Modules, and improves user experience and stability.

New-York, USA and Paris, France - October 22, 2008 – As PhotoExpoPlus Expo is about to open in New York City, DxO Labs today announces the immediate availability of **DxO Optics Pro v5.3**, a major new release of its award-winning automatic image quality enhancement solution for digital SLR and compact camera users.

New RAW conversion technology turns the promises of very high ISO (up to 25 600) into reality

Most of the recent DSLRs feature impressive high ISO settings, sometimes as high as 25 600 ISO. But until now, these high sensitivities were of little practical use to photographers due to the very poor resulting image quality.

DxO Optics Pro v5.3's new RAW conversion technology breaks this limitation. By delivering outstanding results in noise removal, detail rendition and color fidelity at any sensitivity, **DxO Optics Pro v5.3** at last enables photographers to take full advantage of the ultra-high ISO of their costly cameras.

“The noise removal technology for RAW images featured in **DxO Optics Pro 5.3** opens up exciting options to photographers providing them with up to a 2-stop gain at photo capture, as if digital grain



never really existed,” says Cyrille de La Chesnais, director of the photography business at DxO Labs. “This translates into a dramatic increase in capture flexibility.”

Using **DxO Optics Pro v5.3**, photographers may choose to take advantage of this gain to freeze movement, increase depth-of-field or capture images in even lower lighting conditions than are possible today--or even get rid of their flash gun altogether! Alternatively they may choose to invest money in less expensive lenses with smaller apertures, relying on **DxO Optics Pro 5.3** to compensate for the lower exposure. **DxO Optics Pro 5.3** extends the range of usable sensitivity while maintaining color consistency and saturation, and bringing out the finest image details.

Support for 3 new cameras and for 59 new DxO Optics Correction Modules

DxO Optics Pro v5.3 adds RAW support for the recently released Nikon D700 and Canon Digital Rebel XS/1000D DSLRs, and noticeably for the high-end compact Canon PowerShot G9. Other recently announced DSLRs, including Canon EOS 50D and Nikon D90, will be supported by the end of the year.

DxO Optics Pro v5.3 features 59 new DxO Optics Correction Modules for a variety of cameras including the Canon 1D Mark III, Canon 20D, Canon 40D, Canon Digital Rebel/300D, Canon Digital Rebel XT/350D, XTi/400D and XSi/450D, Fujifilm S5 Pro, Nikon D300, Nikon D40, Nikon D40x, Nikon D50, Nikon D60, Nikon D70, Nikon D70s, Nikon D80 and Samsung GX20.

DxO Optics Pro v5.3 also supports cRaw format for Sony users.

Compatibility with Microsoft Windows 64-bit configuration

DxO Optics Pro v5.3 is now compatible with Microsoft Windows 64-bit platform, the configuration often preferred by photographers for its responsiveness when running multiple applications simultaneously and switching between them frequently.

Support for Adobe Lightroom 2

DxO Optics Pro v5.3 supports Adobe Photoshop Lightroom 2 further smoothing the workflow and increasing productivity for the growing number of serious and professional photographers.



Stability and user experience improvements

DxO Optics Pro v5.3 improves stability and numerous aspects of the user experience, including automatic download of available DxO Optics Correction Modules, automatic focusing distance recognition for Canon 40D, 1D Mark III and 1Ds Mark III, backup and restore of project database, more predefined presets, and better color rendering options including a new “neutral” color rendering.

About DxO Labs

DxO Labs offers products and solutions ensuring excellence in digital imaging. In addition to its PC and Mac solutions targeting serious and demanding photographers, the company develops and licenses patented intellectual property serving the entire digital imaging chain:

- For consumer electronics OEM/ODM (such as digital camera and camera phone vendors): embedded software and silicon architectures for real time still and video image processing;
- For imaging component suppliers (camera module manufacturers, sensor vendors, and processor vendors) as well as photography journalists and imaging experts: image quality evaluation and measurement tools;

For more information, visit DxO Labs website at www.dxo.com

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