



PRESS

For Immediate Release

*DxO Labs at Photo Plus Expo
November 2-4, 2006
Booth 1342*

**DXO LABS WELCOMES DXO IMAGE MASTERS
AT PHOTOPLUS EXPO 2006**

*DxO Image Masters Hank Gans and NyghtFalcon
to discuss photography and workflow at the DxO Labs' booth*

New York, NY, Photo Plus Expo 2006, Booth 1342 (October 27, 2006) – DxO Labs will welcome **DxO Image Masters** Hank Gans and NyghtFalcon Photography at their booth during PhotoPlus Expo 2006 next week.

The **DxO Image Masters** program showcases the work of internationally recognized professional photographers working in a diverse range of photographic styles and subjects. Hank Gans is widely recognized for his color landscapes and his work is featured in galleries and private collections around the world. NyghtFalcon Photography, a photo partnership, focuses on fine commercial photography (the intersection between fine art and very high end commercial photography). Their signature style includes an unusual sense of composition, strong shadows, rich colors, detailed texture and intense emotion.

The **DxO Image Masters** program had its debut in October 2005 and today features prominent professionals from Canada, France, Germany, India, Puerto Rico, the United Kingdom and the United States. Samples of work by the **DxO Image Masters** can be seen at www.dxo.com/en/photo/image_masters

“Hosting these **DxO Image Masters** at our booth at PhotoPlus Expo is a fantastic advantage for other professionals. Not only can they see the work of these photographers and discuss their common passion, photography, but visitors will have a chance to see how professionals incorporate **DxO Optics Pro** software into their toolkit and workflow,” said Luc Marin, vice president of the Photography Business Unit at **DxO Labs**.

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

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