



PRESS

For Immediate Release

NEW DXO OPTICS PRO v3.5 SOFTWARE NOW AVAILABLE IN STORES AND ONLINE

Enhanced optical correction possibilities and greater processing speed are the hallmarks of this free new upgrade which also adds support for the Canon EOS 5D

New York, NY--November 17, 2005 – DxO Labs announced today that **DxO Optics Pro v3.5** Digital SLR and lens automatic image quality enhancement software is available for download at the company's e-store (<http://store.dxo.com>) and via selected resellers.

DxO Optics Pro v3.5 incorporates **DxO Optics Engine v2**, a more powerful edition of DxO Labs' award-winning optical correction engine extending the software's capabilities for automatically removing unwanted color fringes including "purple fringing"; preserving greater image detail through improvements to DxO's Lens Softness removal capabilities; as well as preserving up to 40% more image area when eliminating geometric distortion. Other improvements include an enhanced user interface as well as dramatically increased batch processing speed (by up to 100%) on multi-processor computers.

"The quality of the corrections and the final results look better than ever with this new version," said Luc Marin, vice president of the Photography Business Unit at **DxO Labs**.

DxO Optics Pro v3.5 Elite Edition now also supports the new, full-frame, Canon EOS 5D and an initial selection of lenses.

Upgrading to **DxO Optics Pro v3.5** is free for registered users of **DxO Optics Pro v3.0 Standard** or **Elite editions**. Users of **DxO Optics Pro v3.5** continue to benefit from unrestricted access to all DxO Lens Modules for a given set of supported camera bodies.

Availability and pricing

DxO Optics Pro v3.5 is available on both Windows (2000 and XP) and Macintosh (OS X 10.3 and above).

- **DxO Optics Pro v3.5 Standard Edition** is for use with advanced amateur Digital SLRs including unrestricted access to DxO Lens Modules \$149
- **DxO Optics Pro v3.5 Elite Edition** supports professional Digital SLRs including unrestricted access to DxO Lens Modules \$299

Quoted prices in U.S. dollars and Euros are excluding VAT/Sales Tax. Prices in British pounds are inclusive of 17.5% VAT. Full System requirements can be found on www.dxo.com

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

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