PRESS

For Immediate Release

DxO Labs Ships All-New DxO FilmPack for Creating Accurate "Film-Style Looks" to Any Digital Image

Offering more than 20 film profiles simulating the grain and color of popular films such as Kodachrome™, Tri-X™ and Velvia™, DxO FilmPack will be free of charge with DxO Optics Pro v4.1 until December 31, 2006

Paris, France – December 4, 2006 – **DxO Labs** today announces the immediate availability of **DxO FilmPack,** a new, complementary product to the company's award-winning automatic digital image enhancement software, **DxO Optics Pro. DxO FilmPack** gives photographers greater creativity with their digital images by enabling them to add the effect – in terms of color and grain - of more than 20 slide, black-and-white and color negative films. **DxO FilmPack** even allows users to combine the color rendition and grain profiles of different films. DxO Labs is providing **DxO FilmPack free** of charge to all DxO Optics Pro v4.1 users until December 31, 2006.

DxO FilmPack eases the transition for photographers moving from film to digital by preserving the characteristic color and grain habits associated with a variety of film types. Well-known photographic styles can be preserved through the transition and beyond. **DxO FilmPack** also allows photographers already totally immersed in digital photography to experience and experiment with some of the finest "looks" of recent photographic history.

DxO FilmPack: the result of DxO Image Science

A similarly meticulous and scientific calibration process was used to develop **DxO FilmPack** as with DxO Optics Pro v4.1 lens and camera correction modules. Just as the image quality corrections in DxO Optics Pro v4 are based on individual calibration of the defects of each camera body/lens combination, DxO Labs analyzed and modeled the color and grain characteristics of each film included in the **DxO FilmPack**. DxO Labs worked with the original film stock and prestigious processing labs Duggal (New York) and Picto (Paris) to achieve the best results. **DxO FilmPack** color renditions are based on the analysis and calibration of the surface sensitivity of each of the films from which DxO Labs extracted the specific RGB curves.

The approach to analyze and render the different film grains is similar: each type of grain is defined by direct extraction of a 'grain matrix' from the film which can then be applied to digital images.

"Other products simply model a 'standard grain' empirically, DxO Labs went back to the source to be as faithful to the original as possible," explains Luc Marin, VP Business Development – Photography at DxO Labs. The grain in the **DxO FilmPack** can be adjusted in terms of intensity (the visibility of the grain in relation to the image) and in size.

DxO FilmPack effects can be applied to any digital image, regardless of its source (digital camera, bridge camera, D-SLR, digital scan, etc). **DxO FilmPack** can be applied to both JPEG and RAW images although the most precise results will be achieved on RAW images. Additionally, **DxO FilmPack** lets photographers experiment by associating the color rendition of one film type with the grain of another.

(For details on how the DxO FilmPack was created, please see the DxO FilmPack technical document).

DxO FilmPack (v1) includes the following film profiles:

Slide films	Kodak Ektachrome 100VS Kodak Kodachrome 25 Kodak Kodachrome 64 Kodak Kodachrome 200 Fuji Astia 100 Fuji Provia 100 Fuji Velvia 50
Black & White films	Kodak T-Max 3200 Kodak Tri-X 400 Kodak BW 400CN Fuji Neopan Acros 100 Illford XP2 Ilford Pan F Plus 50 Ilford HP5 Plus 400 Illford Delta 400 Ilford HPS 800
Color Negatives	Kodak Portra 160NC Kodak Portra 160VC Fuji Fujicolor Supéria Réala 100 Fuji Fujicolor Supéria X-tra 800 Fuji Fujicolor Supéria HG 1600
Mixed rendition	Kodak Elite 100 --> cross-processed into C41 Fuji Supéria 200 --> cross processed into E6

Pricing and availability

DxO FilmPack is available immediately from the DxO Labs e-store (www.dxo.com) for $59 (excluding sales taxes). As an introductory offer, **DxO FilmPack** is being offered **FREE OF CHARGE** to all DxO Optics Pro v4.1 users **until December 31, 2006**.

System Requirements

DxO FilmPack requires DxO Optics Pro v4.1 or greater to be installed. DxO FilmPack works with all editions of DxO Optics Pro v4.1: Starter, Standard or Elite and is compatible with both the Windows and Macintosh versions of DxO Optics Pro.

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

In North America, DxO Optics Pro is available through Calumet Photographic (www.calumetphoto.com) and Adorama Camera (www.adorama.com).

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