



FOR IMMEDIATE RELEASE

dxomark.com Updates Include Detailed Measurements and Rankings for Canon EOS 5D Mark II and Pentax K200D

dxomark.com also now features a Frequently Asked Questions & Answers section

Paris, France – December 10, 2008 – DxO Labs announces today the addition on its popular www.dxomark.com website of detailed RAW-based image quality data and DxOMark Sensor rankings for two new Digital Single-Lens Reflex cameras: the highly-anticipated new **Canon EOS 5D Mark II**, which has just appeared on the market, along with the **Pentax K200D**. These two camera models complement the Digital SLR category that is already well represented on the **dxomark.com** site and illustrate DxO Labs continuous effort to publishing image quality data on the latest digital camera models.

“Our goal at DxO Labs is to cover the widest possible range of digital cameras, from RAW-compatible digital still cameras (DSC) to top-of-the-line DSLRs,” said Nicolas Touchard, Vice President of Marketing, DxO Labs Image Quality Evaluation. “We are committed to consistently providing the highest level of RAW image data possible in order to build the most comprehensive database of RAW image information available.”

dxomark.com also now includes a new Frequently Asked Questions & Answers section so as to provide timely responses to questions and comments raised in various photography discussion forums and from direct feedback from visitors to **dxomark.com**.

About dxomark.com

Sponsored by DxO Labs, a company focusing on image processing technologies, **www.dxomark.com** is a free online resource that delivers key objective sensor performance metrics measured directly on the RAW image for a variety of cameras. As a result, **dxomark.com** makes it possible for the first time to assess the intrinsic quality of a camera before the impact of any RAW conversion and independent of its optics. The site also features a simple scale, DxOMark Sensor, for analyzing and comparing RAW image quality. The DxOMark Sensor scale is mapped to real-world photographic scenarios such as portrait, landscape, and action photography, ensuring that the scale is relevant to photographers.

dxomark.com's goal is to serve the imaging community, particularly the photo press. Photography journalists and experts can now complement their analyses and reviews with an objective evaluation of intrinsic camera performance, regardless of optics or processing considerations.

For more information, visit www.dxomark.com.



About DxO Labs

DxO Labs offers products and solutions ensuring excellence in digital imaging. 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 serious and demanding photographers, PC and Mac solutions to enhance camera image quality.

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

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