



FOR IMMEDIATE RELEASE

Kubota Image Tools Announces Lightroom® Session with Kevin Kubota at DIMA 2010

*The Professional Lightroom Workflow DIMA session takes place
Sunday, February 21st during PMA 2010*

Bend, OR (January 25, 2010) – Kubota Image Tools announces that PMA 2010 convention and trade show attendees can join Kevin Kubota for his “Professional Lightroom Workflow” session – a part of the Digital Imaging Marketing Association (DIMA) 2010’s Hands-on Computer Labs series taking place during PMA 2010 in Anaheim, CA, next month.

The Professional Lightroom Workflow session by Kevin Kubota of Kubota Image Tools will provide attendees with an in-depth examination of setting up and implementing a professional imaging workflow system with Adobe® Lightroom to speed up image processing and management. The class will work with various images (from import to output) illustrating wide varieties of imaging challenges. The session will also address essential digital asset management (DAM) issues, including automating backup, managing redundancy, and intelligent expansion strategies. This session takes place on Sunday, February 21st from 9:00 a.m. - 11:50 a.m. at the Anaheim Convention Center.

“I’m looking forward to being a part of PMA 2010, the ultimate event for everything photo,” said Kevin Kubota, Idea Man of Kubota Image Tools. “For the first time, I am bringing my Lightroom workflow workshop to PMA’s ongoing series of DIMA educational events to the benefit of the many professional photographers as well as photo educators and students that attend this annual imaging trade show.”

Kevin Kubota’s “The Professional Lightroom Workflow” session is limited to only 40 attendees. Tickets are \$79 for PMA members/\$129 for nonmembers (\$69 members/\$119 nonmembers with the purchase of a PMA 2010 All Conference Connection Pass). For more information, visit:

http://www.pmai.org/PMA2010_dima.aspx?id=18124 . To register for PMA 2010 and Kevin’s DIMA session visit: <http://www.pmai.org/pma2010.aspx?id=18028> or call toll-free 1-800-762-9287 (U.S. and Canada) or 1-517-788-8100 (International).

About DIMA

Exploring the technologies that transform the capture, manipulation, sharing, and preservation of images, the Digital Imaging Marketing Association® (DIMA®) empowers photo retailers, professional and commercial imagers, and photographers to push the boundaries of possibility and drive their entrepreneurial success. DIMA builds on an 86-year legacy of PMA® – The Worldwide Community of Imaging Associations, by promoting emerging technologies and business innovations throughout the global photo imaging industry. DIMA directs this purpose through

19855 4TH STREET / SUITE 105 / BEND, OREGON 97701 / USA
WWW.KUBOTAIMAGETOOLS.COM / INFO@KUBOTAIMAGETOOLS.COM / 877.330.4330

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the development of education, marketing research, and networking forums, and enables its members to envision and experience successful methods of technology integration yielding improved business practices.

About Kubota Image Tools

Bend, OR-based Kubota Image Tools (www.KubotaImageTools.com) is the source for time-saving and award-winning image-enhancing Photoshop® Actions and Lightroom® Presets and inspiring international workshops designed to empower professional photographers.

Kubota Image Tools grew from the digital experience of Kevin Kubota who began pioneering the field of completely digital wedding photography in the 1990s. Also the President and Owner of Kubota Photo Design Inc. (www.KubotaPhotoDesign.com), Kevin has been working with Photoshop and has been a digital/computer educator since 1993.

Throughout each year, Kevin shares his experience and natural teaching ability with other photographers through the award-winning Digital Photography Bootcamp®, a five-day intensive workshop which consistently sells out. He has successfully trained thousands of photographers to make the digital transition and continuously empowers existing digital photographers with new, effective workflow ideas and outstanding Photoshop techniques. Kevin also presents seminars on Digital Imaging, Workflow, and Photoshop for professional photographers for national associations including WPPI, PPA, and many state associations.

Kevin is also the author of the book *Digital Photography Boot Camp: A Step-by-Step Guide for Professionals*, now in its second edition, published by Amherst Media. Through his ever evolving blog, Kevin provides tips and tricks on all things digital.

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Contact:

Wendi Winfrey
Kubota Image Tools
(541) 317-5970
wendi@kubotaimagetools.com

Steve Rosenbaum/Leigh Nofi
S.I.R. Marketing Communications, Inc.
(631) 757-5665
sir@sironline.com or leighnofi@sironline.com