



FOR IMMEDIATE RELEASE

Kubota Image Tools Announces New Artist Series Style Books

Kubota Image Tools teams up with award-winning photographer Tamara Lackey to create the first in an ongoing series of how-to style books

Las Vegas, NV (March 8, 2010) WPPI Booth #1719 – Kubota Image Tools announces today at the (Wedding & Portrait Photographers International) WPPI Convention and Trade Show at the MGM Grand in Las Vegas, NV, the new Kubota Artist Series Style Books.

Joining the original Kubota Formula Book is Kubota's new Artist Series Style Books. Each book in the series will feature the secrets of a professional photographer and the steps these photographers take to create their own signature style using various Kubota Image Tools' products. In addition, each book will include a DVD tutorial demonstrating the techniques and Kubota Actions that were used in the creation of each image featured in the book. The first in this series features the work of Tamara Lackey (<http://www.tamaralackeyblog.com/>), an award-winning children's portrait artist, and showcases images at the heart of her signature style. Photographers can quickly and easily learn how she captures amazing images and enhances them with her favorite Kubota Actions.

"We've known for years that our tools are being used by many of the most successful and prominent photographers in the industry, and each of them have their own unique way of using and combining these tools - creating their individual looks and styles," said Kevin Kubota, Idea Man of Kubota Image Tools. "We are very excited to feature Tamara Lackey as our first featured artist. Her fresh and friendly family photography is beautiful and inspiring. Tamara loves to teach and share, so her Artist Series is a perfect way for other photographers to learn what she does behind the scenes to create her fantastic images."

"I approach post-processing as a means to finishing an image that I often see as only partially-created at capture. Since every photograph is unique, I need to have a lot of flexibility in my actions, which is why I love using Kubota Image Tools," said Tamara Lackey. "I can mix and match them as desired to create strikingly different looks and feels, based simply on how I find an image will be most richly presented. Having the Kubota Image Tools at my fingertips, I can create whatever look works best and tweak as desired. I am most excited about partnering with Kevin and the Kubota Image Tools team, though, because they are not only pioneers in post-processing automation, they are also leaders in industry innovation."

Pre-orders will be taken at WPPI for Tamara Lackey's Style Book, which is scheduled to be available spring 2010. Each Artist Series Style Book and DVD Tutorial, including Kevin Kubota's original Formula Book, is available for \$125.

For more information about the pre-order of this product, please visit www.kubotaimagetools.com.

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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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