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FOR IMMEDIATE RELEASE

## Kubota Image Tools Announces Expandable New *Kubota Formula Book*

*Step-by-step instructions on how to get amazing images using  
Kubota Image Tools' Actions is now available*

**Las Vegas, NV – WPPI Booth #723 (March 13, 2008)** – Kevin Kubota, Idea Man at Kubota Image Tools, has finally created for professional photographers the new *Kubota Formula Book* available starting March 17, 2008 at the WPPI Show. This new book reveals some of Kevin's secrets for creating stunning images and features tips such as camera settings, special equipment used and creative capture ideas. Then, it takes users step-by-step through the Photoshop® techniques and the Kubota Actions used to enhance the image for final presentation.

A welcome addition to a photographer's gadget bag whether on location on a shoot or back in the studio during post-processing, this compact book includes over 40 before and after images plus a DVD with video tutorials on the Photoshop techniques and Kubota Actions used on each image.

"Photographers from all over the world have been asking me to create a Formula Book like this for years," says Kevin Kubota. "The *Kubota Formula Book* is designed to grow as we create new techniques and new Actions. When available, users will have the option to purchase 'Add-On Packs' and add them to their book. We hope this will become an invaluable tool for getting creative juices flowing and will result in photographers' creating their own award-winning images."

Since the book is not bound, rather pages are kept together via innovative Circa metal discs, additional pages can be added whenever there are new Kubota Image Tools materials available.

The Formula Book retails for \$125 and can be purchased starting at the WPPI trade show on March 17<sup>th</sup> or through the Kubota Image Tools website at: [www.KubotaImageTools.com](http://www.KubotaImageTools.com).

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**About Kubota Image Tools**

Kubota Image Tools grew from the digital experience of Kevin Kubota who began pioneering the field of completely digital wedding photography in the 1990s. As one of the first photographers to master digital imaging, Kevin became inspired to share his experience and natural teaching ability with other photographers by founding the original Digital Photography Bootcamp™ 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 Kubota was recently named one of the “Top 10 Wedding Photographers in the World” by *American Photo* Magazine. His wedding, portrait and commercial photography website is [www.KubotaPhotoDesign.com](http://www.KubotaPhotoDesign.com).

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