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Kubota RAW Workflow for Lightroom® Wins *Professional Photographer* 2008 Hot One Award

*Time-saving DVD tutorial helps photographers master
Adobe® Photoshop® Lightroom*

Las Vegas, NV – WPPI Booth #723 (March 17, 2008) – Kubota Image Tools is pleased to announce that the new *Kubota RAW Workflow for Lightroom* tutorial, created by professional photographer and instructor Kevin Kubota, has been awarded a 2008 Hot One Award from *Professional Photographer* magazine in the educational DVD/CD category.

Kubota RAW Workflow for Lightroom is the latest time-saving tutorial from Kevin Kubota—a master of digital photography workflows. This tutorial is available for \$99 as an interactive program on DVD at www.kubotaimagetools.com, to help photographers learn how to efficiently use Adobe Photoshop Lightroom. As a special bonus, it also includes over 40 Lightroom Presets that Kevin has created to speed up the workflow even more.

Kevin Kubota’s comprehensive, easy-to-follow teaching technique streamlines the process of working with RAW files in Lightroom. *Kubota RAW Workflow for Lightroom* takes the user step-by-step from proper organization, to efficient editing, to quickly adjusting the images, to enhancing, to final presentation. Kevin shares his insider tricks that have made his workflow tutorials and workshops an overwhelming success. More than just another Lightroom "Manual", this interactive instructional is based on a proven workflow system used daily by busy digital studios.

“Adobe Photoshop Lightroom is a powerful program, with many great, but less than obvious features. While there are other instructional materials on Lightroom, they don't really focus on how it's best used in a real-world production environment or reveal the time-saving shortcuts,” said Kevin Kubota, Idea Man of Kubota Image Tools. “We created this tutorial, derived from our live Lightroom workshops, to help photographers make the most of the features they really need, and to understand the ‘big picture’ of the entire workflow system and this Hot One Award confirms that we have accomplished what we set out to do.”

The *Professional Photographer* Hot One Awards honor the photography industry's best new products for professional application. The mission of the awards is to provide *Professional Photographer* magazine's readership with a compendium of the newest, hottest, most innovative products available. Each year, *Professional Photographer* editors oversee a submission and judging process that calls on companies in all subfields of the photography industry. For the 2008 awards, nearly

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150 companies competed in 58 categories. There were more than 220 total products entered in the contest, making this the biggest Hot One Awards ever.

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®, 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 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.

In addition to Digital Photography Bootcamp, Kevin Kubota teaches one-day and two-day programs for digital photographers on a variety of topics that he presents in different regions of the country. He also teaches fine-art digital photography workshops every year in exotic locations such as Italy. Kevin is also a highly sought after speaker at international, national and regional conventions including *Imaging USA*, *Photo Imaging & Design Expo*, and *WPPI*; and photography schools including MARS, NEIPP, and Imaging Workshops of Colorado.

Kevin is also the author of the book *Digital Photography Boot Camp: A Step-by-Step Guide for Professionals* published by Amherst Media. Through his website, www.KubotaImageTools.com, Kevin sells training products and Action Paks for Photoshop®, and, through his ever evolving Forum, provides tips and tricks on all things digital.

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