



FOR IMMEDIATE RELEASE

Kubota Image Tools Announces *Kubota RAW Workflow for Lightroom™*

Time-saving tutorial helps photographers master Lightroom

New York, NY – PhotoPlus Expo Booth #560 (October 18, 2007) – Kubota Image Tools is pleased to announce the immediate availability of a new tutorial, *Kubota RAW Workflow for Lightroom*, created by professional photographer and instructor Kevin Kubota.

Kubota RAW Workflow for Lightroom is the latest time-saving tutorial from Kevin Kubota—a master of digital photography workflows. This new tutorial is available now for \$79 as an interactive program on DVD at www.kubotaimagetools.com, to help photographers learn how to efficiently use Adobe® Photoshop® Lightroom.

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.”

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.

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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 Web site 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 Web site, 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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