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FOR IMMEDIATE RELEASE

Kubota Image Tools Announces Updated *DASHBOARD* for its Entire Product Line of Image Enhancing Tools

*Re-engineered user interface makes it even easier to access
Kubota Photoshop® Actions*

New York, NY – Photo Plus Expo Booth #462 (October 23, 2008) – Kubota Image Tools announces today the latest update to its entire product line of image enhancing software tools. Now available, the new and improved Kubota Image Tools *DASHBOARD*, powered by onOne Software's PhotoTools, is a quick-launch interface for more than 280 Kubota Photoshop Actions including Kubota Artistic Tools V1, award-winning Kubota Artistic Tools V2, Kubota Artistic Tools V3, and the recently-released Kubota Artistic Tools V4 and Kubota Production Tools V2.

Actions are recorded sequences of events within Photoshop. The purpose of any Action is to achieve a specific effect while shortening the amount of time a photographer needs to spend enhancing and preparing their images for final client presentation. Kubota Image Tools created the *DASHBOARD* as a way to revolutionize the process of image enhancement. Utilizing advanced keyword search functionality, users can now quickly and easily launch and apply selected Kubota Actions to create the fabulous, emotionally-charged images they visualize.

"For me," says Kevin Kubota, Idea Man of Kubota Image Tools and creator of all Kubota Actions, "the most exciting feature of the new, more powerful *DASHBOARD* is that it is intuitive. When I capture an image, there is a mood that I want to convey that most often doesn't show up in the RAW file. For example, some images I want to appear 'romantic', others, 'edgy' or 'funky'. I can type these words into the search bar of the *DASHBOARD* and a list of Kubota Actions will show up that will enhance my image to create the feeling I wanted to capture when I took that photograph. It's like it can read your mind! That's really cool."

After the initial development and release of the Kubota Action *DASHBOARD* in the spring of 2008, Kubota Image Tools partnered with onOne Software to develop significant improvements for this release. Kubota Image Tools and onOne Software have had a partnership since 2007 when a collection of Kevin Kubota's Actions was included in onOne Software's release of PhotoTools Professional Edition.

"Working with onOne Software, we have discovered how the talents of our teams and our products complement each other. This is a great tool powered by onOne that has taken our first rendition of the *DASHBOARD* to the next level, making the use of Kubota Actions even easier and faster than ever before," says Kevin Kubota.

When any of the five Kubota Action Paks are installed, the Actions are loaded into the *DASHBOARD*. The enhancements are separated into categories to walk the user through the various stages of after capture image perfection like image correction, image adjusting, retouching, tweaking, interpolation, sharpening and finishing. "Tweaking" is where the fun stuff happens like black-and-white enhancements,

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color enhancements, and creative enhancements. When working in Photoshop, the *DASHBOARD* can remain open as a floating palette for super speedy use. In addition to the standard palette version, there is a "Modal" version for advanced functions, such as batching and Action editing. With over 280 Actions in all five Kubota Action Paks combined, the search field is invaluable to allow users to narrow the list of Actions by category or keyword.

Each individual Kubota Action Pak, with approximately 50 Actions each, is sold separately for \$179. Kubota Image Tools also offers product bundles for excellent savings. Customers who have purchased any Kubota Action Paks since the release of the first version of the *DASHBOARD* in March 2008 will receive a free update to the new version of the *DASHBOARD*. All Kubota Image Tools products can be purchased through the Kubota Image Tools web site at: www.kubotaimagetools.com .

System Requirements: Adobe Photoshop® CS2 or newer.

About Kubota Image Tools

Kubota Image Tools (www.kubotaimagetools.com) 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 fills to capacity. 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's wedding, portrait and commercial photography Web site is www.KubotaPhotoDesign.com .

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