

## Nik Software Announces the 2010 “Nik Summit,” an Educational Event for Photographers

*Summit to feature on-location photography, hands-on workshops, industry panels, and “fireside chats” with the world’s leading professional photographers*

San Diego, CA - January 29, 2010 - Nik Software announces today The Nik Summit, its first-ever multi-day educational event designed specifically to educate and empower photographers and fans of the company’s award-winning software tools. Attendees will learn how to improve their photographic skills by working alongside some of the world’s leading professional photographers and the lessons will continue beyond image capture to help photographers develop powerful photo enhancement skills using Nik Software’s imaging software products. The Nik Summit will be held May 13-16, 2010, in San Diego, California. More information and registration details are available at [www.niksummit.com](http://www.niksummit.com).

“The Nik Summit will be more than a photographic experience and is designed to bring our customers and photo enthusiasts together with some of the best working photographers, photo magazine editors, and top Nik Software experts,” said Michael Slater, President and CEO of Nik Software. “The Nik Summit is all about learning and sharing ideas in photography and we are bringing our product specialists and educators, top engineers, as well as Nik Software’s founder and CTO specifically to do just that.”

The Nik Summit will be an entertaining and educational event incorporating a full range of activities to stimulate learning and discussions including:

- Guided shooting sessions at famous San Diego landmarks led by professional photographers Rick Sammon, Tony Sweet, Tony Corbell, and Laurie Shupp
- Workflow seminars and hands-on digital imaging lab sessions with top Nik trainers
- Keynote presentations from photographers Joe McNally (*National Geographic & Time*) and Robert Beck (*Sports Illustrated*)
- Industry panel discussions with leading photographers
- Unique evening “fireside chats” and networking opportunities with top working photographers from all over the country
- Idea exchanges and social events with the Nik Software team, including founder and CTO Nils Kokemohr

Professional photographers Rick Sammon, Tony Corbell Tony Sweet, and Laurie Shupp will lead half-day, on-location photo workshops each of the two full days with intensive lab sessions each afternoon covering digital post-capture workflow techniques conducted by Nik Software experts. Evening keynote presentations by Joe McNally and Robert Beck will offer attendees a unique opportunity to see and hear the stories and insights behind some of the most memorable photographs of our lifetime.

### Event Details

- Photographers can register for the event at [www.niksummit.com](http://www.niksummit.com)

- When: Thursday, May 13 through Saturday, May 16, 2010; optional morning shoot Sunday, May 17
- Where: Hilton San Diego Resort & Spa on Mission Bay, San Diego, CA
- What's Included:
  - All on-location shooting sessions, workflow and hands-on lab seminars presentations/panels, and fireside chats
  - Breakfast and dinner at hotel
  - Transportation for on-location workshops
  - Sponsor gifts and prize drawings
  - Event ambassadors available to ensure personalized attention
- Cost: \$599 / \$479 early bird registration until March 15, 2010

### Speaker & VIP List

Speakers and other working professionals scheduled to appear include:

- Joe McNally - *National Geographic*, *Time*, Nikon
- Robert Beck - *Sports Illustrated*
- Tony Sweet - Landscape, Nature Photographer, Team Nik member
- Tony Corbell - Photographic educator and lighting specialist, Nik Software Sr. Manager of Product Education & Planning
- Mike Strickland - Senior photographer Disney World, Orlando
- Rick Sammon - Photographer, book author
- Vincent Versace - Photoshop Hall of Fame member, noted photographer
- Bill Hurter - Editor, *Rangefinder* and *AfterCapture* magazines

### About Nik Software

Nik Software, Inc., ([www.niksoftware.com](http://www.niksoftware.com)) is a privately held company that develops software solutions for the growing digital imaging and photography markets. Established in 1995, Nik Software has become the recognized leader in digital photographic filter development. Nik Software produces award-winning technology and software products for digital photography and imaging professionals including U Point® technology ([www.upoint.com](http://www.upoint.com)), Dfine®, Viveza®, Color Efex Pro™, Silver Efex Pro™, and Sharpener Pro™ software.

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