



**FOR IMMEDIATE RELEASE**

## **Nik Software Announces Groundbreaking New U Point™ Technology for Easier Than Ever Image Editing**

*Dynamic new technology will revolutionize the way photographers edit their images*

**Orlando, FL – February 25, 2006** – Nik Software, Inc. today introduced its patented U Point technology, a revolutionary new way for photographers to edit their digital images. U Point technology is a dynamic and flexible technology that provides photographers with the highest level of control and ease-of-use for selectively enhancing digital photos on their computers.

“Using U Point technology powered tools, there is no need to perform any complicated masks, layers or selections,” said Michael J. Slater, Nik Software, Inc.’s president & CEO. “U Point’s intuitive tools clearly save photographers valuable time and effort when editing their images.”

Photo editing software products which use the innovative U Point technology enable photographers of any skill level to selectively edit images in a fraction of the time and effort required using conventional image editing tools. The power of U Point technology is complimented by its straightforward approach to visual photo editing by empowering the user to control where and how enhancements are applied to an image. Users point to an object, color, or area in the image and adjust any aspect of color and light by simply a few mouse clicks on their computer. The central element of U Point technology is its powerful algorithms that consider the relationships between color and light throughout the image in order to achieve natural results.

### **U Point Technology Featured in Nikon’s Capture NX Software**

U Point technology powered tools are featured in Nikon’s recently announced Capture NX software. Capture NX contains several U Point powered “Control Points” such as Color Control Points, Black, White and Neutral Control Points and a unique Red-Eye Reduction Control Point. By placing Control Points on the image viewed on the computer screen, a photographer can control color and light on specific elements of the image (such as sky, skin, grass, etc.) without the use of masks, layers or complex procedures.

When more than one Control Point is applied, U Point technology’s central blending function considers all modifications and enhancements to the image for even greater control. With U Point powered tools, enhancements that were previously possible only for highly skilled users can now be performed in seconds by virtually anyone.

Using U Point powered Control Points, photographers can directly enhance or adjust any specific area of an image precisely in order to achieve the desired result. All U Point powered tools utilize an intuitive and straightforward approach to image editing. Simply click and position a Control Point anywhere in the image and enhance that color or object by moving the Control Point sliders to achieve the desired effect.

### **About Nik Software, Inc.**

Nik Software, Inc. (formerly Nik Multimedia, Inc.) is a privately-held American 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 and produces award-winning plug-in products for digital photography and imaging professionals including Dfine®, nik Color Efex Pro™, and nik Sharpener Pro™ software.

The company's products use a range of innovative technologies that make digital imaging and photography easier and more powerful. Its patented U Point™ technology is the latest innovation in photographic image editing that provides photographers with the highest level of control and ease-of-use for selectively enhancing digital photos.

## **Company Details**

- President & CEO: Mr. Michael J. Slater (1999 to present)
- Location: San Diego, California (Headquarters), USA; Hamburg, Germany (European branch)
- Business: Development and sales of digital imaging software
- Major products: Nik Color Efex Pro (digital photographic filters), Nik Sharpener Pro (digital image sharpening software), Dfine (noise reduction software for digital images)
- Date of establishment: Founded by company CTO Nils Kokemohr in 1995; Incorporated 2001 by current management.

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