

## Nik Software Products Now Available at Apple Stores

*Award-winning plug-ins for sale at the online Apple store and select Retail stores nationwide*

Las Vegas, NV (PMA Booth #U221) - March 2, 2009 - Nik Software, Inc. announces today that its award-winning line-up of photographic plug-ins for Adobe® Photoshop®, Photoshop Elements and Apple® Aperture® are now available for purchase through Apple sales channels. The full range of Nik Software products is now available online at Apple.com. Apple stores that focus on supporting graphics and photographic professionals now also carry the Nik Software's Complete Collection for Aperture. This specially priced bundle of all Nik Software plug-ins includes Dfine 2.0, Viveza, Color Efex Pro 3, Silver Efex Pro and Sharpener Pro 3.

"Apple users have not only been significant in the move to digital photography, but also among the leaders in going digital and we're pleased to offer our products directly to them through Apple," said Michael J. Slater, president and CEO of Nik Software. "Anyone using Aperture to manage their photos will benefit from the full range of image editing capabilities now available to them and enjoy a more affordable price with the new Nik Software Complete Collection for Aperture," Slater concluded.

All products now feature Nik Software's patented U Point® technology which revolutionizes the way photographers edit. U Point powered Control Points give photographers precise selective editing functions without the need to create complicated selections and layer masks. This innovative technology is easy to use and works directly on the image, empowering photographers to make selective enhancements in a fraction of the time needed by using other methods.

### Pricing and Availability

Nik Software's Complete Collection for Aperture and the products that individually make up the Complete Collection are available directly from Apple.com and through select Apple Retail stores throughout North America. A complete list of resellers, including specific Apple stores may be found at [www.niksoftware.com/resellers](http://www.niksoftware.com/resellers).

The suggested retail price of the Complete Collection for Aperture is \$299.95 (USD), which represents a savings of \$750 (USD) over purchasing each product separately for Photoshop and Aperture. Each of the software products in the bundle installs as a plug-in filter for Apple Aperture 2.1 and later. For more information about the software, including video tutorials highlighting the software running within Aperture and free 15-day fully functional trial versions, please visit [www.niksoftware.com](http://www.niksoftware.com) or visit any Apple Retail store demonstration computer to try the software.

## Product Descriptions

### Dfine 2.0

Dfine improves the quality of digital photos by easily eliminating Contrast and Color noise as well as “banding” while maintaining rich details. Automatic noise reduction streamlines workflow and U Point technology provides unprecedented selective control and power. For more product information including video lessons visit: [www.niksoftware.com/dfine](http://www.niksoftware.com/dfine)

### Viveza

Viveza, powered by U Point® technology for direct on-image editing, is the most powerful and precise tool available to control light and color in photographic images. For the first time, corrections and enhancements to brightness, contrast or color can easily be made in a fraction of the time needed by other tools without the need to create complicated selections or layer masks. For more product information including video lessons visit: [www.niksoftware.com/viveza](http://www.niksoftware.com/viveza)

### Color Efex Pro 3.0

Color Efex Pro 3.0 filters are the leading photographic filters for digital photography. Widely used by many of today's professional photographers, the award-winning Color Efex Pro includes U Point technology for superb selective control and offers 52 traditional and stylizing filters that let users quickly and easily perform high quality retouching, color correction and creative enhancements. For more product information including video lessons visit: [www.niksoftware.com/colorefexpro](http://www.niksoftware.com/colorefexpro)

### Silver Efex Pro

Silver Efex Pro provides complete power and control to create professional quality black-and-white images from color digital photographs, and features award-winning U Point technology for precisely controlling detail and tonality. Advanced imaging algorithms protect against unwanted artifacts, a comprehensive collection of emulated black-and-white film types, and a state-of-the-art grain reproduction engine help produce the highest quality black-and-white images possible while providing more freedom to experiment. For more product information including video lessons visit: [www.niksoftware.com/silverefexpro](http://www.niksoftware.com/silverefexpro)

### Sharpener Pro 3.0

Sharpener Pro 3.0 is the most advanced and powerful sharpening solution for photographers, eliminating the guesswork typically required for achieving superior printed results while providing the most control possible. New adaptive sharpening algorithms, award-winning U Point technology for selective sharpening, and sharpening soft proofing that allows inspection of results before printing all combine to ensure images have the desired sharpness of detail with repeatable, professional results. For more product information including video lessons visit: [www.niksoftware.com/sharpenerpro](http://www.niksoftware.com/sharpenerpro)

## About Nik Software

Nik Software, Inc. 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 and produces award-winning technology and software products for digital photography and imaging professionals including U Point<sup>®</sup> technology ([www.upoint.com](http://www.upoint.com)), Dfine<sup>®</sup>, Viveza<sup>™</sup>, Color Efex Pro<sup>™</sup>, Silver Efex Pro<sup>™</sup>, and Sharpener Pro<sup>™</sup> software.

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