

## Nik Software Showcases New Color Efex Pro™ 3.0 at WPPI 08

*The leading digital photographic filters for Photoshop® adds powerful selective control, film styles and much more in its latest release*

**Las Vegas, NV – March 14, 2008 (WPPI 08, Booth #545)** – Nik Software, Inc. showcases today the latest upgrade to its award-winning Color Efex Pro collection of photographic filters for Adobe® Photoshop® and Photoshop Elements. The new Color Efex Pro 3.0 filter collection now integrates Nik Software's patented U Point® technology for precise selective editing control, includes new and updated filters offering the widest range of professional photographic enhancements and effects, and features a completely redesigned user interface.

Nik Software's U Point technology provides easy-to-use tools for direct on-image control of filter effects and enhancements. Applying filters to specific areas of a photo can be achieved easily using just a few mouse clicks without the need to create complicated selections, masks, and layers. Color Efex Pro combined with U Point technology offers users unprecedented control over selective image enhancements and effects.

"Color Efex Pro 3.0 is the biggest advancement in the way photographers work with digital photographic filters and will change the way that photographers edit images," said Michael J. Slater, CEO of Nik Software. "We have always been committed to placing creative control in the hands of photographers and the new filters in Color Efex Pro 3.0 and our U Point technology does exactly that," Slater concluded.

Using U Point powered Control Points, users can make selective corrections or enhancements by placing a Control Point directly on any part of an image (such as sky, skin, grass, or a building) and adjusting the level of opacity of the effect on that specific part of the image. This selective control enables users to perform enhancements in a fraction of the time needed using other software tools. U Point technology is also found in Nik Software's Dfine 2.0 noise reduction tool and Capture NX photo editing software from Nikon Corporation.

"I have been using Color Efex Pro for over seven years and each and every one of my images is touched by this software. Every time a new version is released I am always amazed at how Nik Software continues to advance and improve its products and technologies," said Vincent Versace, professional photographer.

Available in three editions, the Color Efex Pro Complete Edition features over 250 distinctive effects and styles in over 50 easy-to-use filters, and includes more than 30 emulated film types. New and updated filters in Color Efex Pro 3.0 address specific needs for varying styles of photography, ranging from studio, portrait, and commercial, to fine art and nature.

Notable features in Color Efex Pro 3.0 also include a Filter List organized by photography styles, a resizable window that easily accommodates large monitor sizes, large before/after image previews, a Navigator Loupe, and the ability to save favorite filter sets. Photographers and photo enthusiasts of all skill levels will be able to use Color Efex Pro 3.0 for such tasks as traditional filter enhancements, color correction, image retouching, creative enhancements, and more. Color Efex Pro 3.0 also supports Photoshop's layer masks and is optimized for pressure sensitive devices such as Wacom® pen tablets.

### **Pricing and Availability**

Color Efex Pro 3.0 is available in electronic or boxed form direct from Nik Software ([www.niksoftware.com](http://www.niksoftware.com)) or in boxed form from specialty camera retailers in North America. The software runs on the Windows and Macintosh operating systems and is fully compatible with Adobe Photoshop CS3 running on Intel-based Macintosh computers.

Color Efex Pro 3.0 is available in three versions: The Complete Edition contains the complete set of filters available in Color Efex Pro 3.0, while the Select and Standard Editions have selected filters while providing the same functionality and features. A complete filter list and edition breakdown may be found at [www.niksoftware.com/cepfilters](http://www.niksoftware.com/cepfilters). The suggested retail price for the Complete Edition is \$299.95; the Select Edition is \$159.95; the Standard Edition is \$99.95.

A complete list of resellers may be found at [www.niksoftware.com/resellers](http://www.niksoftware.com/resellers). Registered users of Nik Color Efex Pro 2.0 and earlier qualify for special upgrade pricing, which varies depending on the version and specific edition. Customers that have purchased Nik Color Efex Pro 2.0 after October 18, 2007 are eligible to receive the upgrade free of charge and are encouraged to register their software for early notification of availability.

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

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® technology, Dfine®, Nik Color Efex Pro™, and Nik Sharpener Pro™ software.

### **Contact:**

**Tony L. Corbell**  
Nik Software, Inc.  
619-725-3150  
[tcorbell@niksoftware.com](mailto:tcorbell@niksoftware.com)

**Steve Rosenbaum/Leigh Nofi**  
S.I.R. Marketing Communications, Inc.  
631-757-5665  
[sir@sironline.com](mailto:sir@sironline.com)

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