

## Nik Software Ships Viveza Plug-in for Aperture

**San Diego, CA – May 7, 2008** – Nik Software today released the Viveza plug-in for Aperture 2.1, Apple’s groundbreaking photo editing and management software. The Viveza plug-in allows Aperture users to selectively control light and color in photographic images without ever having to leave Aperture.

“With the power and popularity of Aperture, we want our customers to decide how and where they edit their digital photos,” said Michael J. Slater president and CEO of Nik Software. “The continued enthusiasm around Viveza and U Point technology has been extraordinary and we worked closely with Apple to bring our tools to Aperture. Their new image editing SDK made it easy for us to bring our world-class solution directly into Aperture.”

“Aperture has been designed to put professional-level tools into the hands of everyone who is passionate about their photographs,” said Rob Schoeben, Apple’s vice president of Applications Product Marketing. “Viveza perfectly compliments Aperture by enabling photographers to make localized enhancements to brightness, contrast, or color without ever having to leave the application.”

The Viveza plug-in works seamlessly within Aperture’s organizing and editing environment. Photographers simply place U Point powered Control Points directly on colors or objects such as sky, skin or grass to make targeted adjustments to an image within Aperture. Sliders make it easy to adjust brightness, contrast or color with just a few mouse clicks. Viveza automatically selects objects and seamlessly creates masks based on where the photographer places a Control Point. By working directly on the image, powerful selective enhancements can be accomplished in a fraction of the time needed by using other methods.

### Pricing and Availability

Viveza is now available for electronic delivery directly from Nik Software at [www.niksoftware.com](http://www.niksoftware.com). Boxed versions will be available from Nik Software and through specialty camera retailers throughout North America and the world by June 1, 2008. A complete list of resellers may be found at [www.niksoftware.com/resellers](http://www.niksoftware.com/resellers).

The suggested retail price of Viveza is \$249.95. Viveza installs as an Aperture plug-in, fully compatible with Mac OS 10.5. Current owners of Viveza for Photoshop are eligible for a free update which includes Aperture compatibility by visiting [www.niksoftware.com/viveza](http://www.niksoftware.com/viveza). For more information about Viveza, including

video tutorials showing the software running within Aperture and a free 15-day fully functional Trial version, please visit [www.niksoftware.com/viveza](http://www.niksoftware.com/viveza).

### **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® technology ([www.upoint.com](http://www.upoint.com)), Dfine®, Viveza™, Color Efex Pro™, and Nik Sharpener Pro™ software.

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