



Software

Photography first.®

FOR IMMEDIATE RELEASE

## Nik Software Announces Lightroom® Update to its Complete Collection of Five Award-Winning Digital Photographic Filters

*“Complete Collection Ultimate Edition” adds Adobe® Photoshop® Lightroom support*

San Diego, CA (June 17, 2009) – Nik Software today announced that its popular Complete Collection, which bundles all of the company’s award-winning digital imaging software tools at an affordable price, has been updated to include Adobe Photoshop Lightroom 2 support. The “Complete Collection Ultimate Edition” also includes installers for Adobe Photoshop and Apple Aperture. Current registered owners of the Photoshop versions of Nik Software products can download and install the Lightroom compatible versions free of charge at [www.niksoftware.com/lightroom](http://www.niksoftware.com/lightroom).

“The availability of the Lightroom versions of our entire product line completes a journey that we began approximately 3 months ago to rapidly update all of our software products for Lightroom compatibility,” said Michael J. Slater president and CEO of Nik Software. “Our goal at Nik Software is to deliver the tools that photographers need on the platforms they prefer in their everyday workflow.”

With the Complete Collection, each individual software product is installed as a plug-in for Lightroom 2. Once installed in Lightroom, Dfine 2.0, Viveza, Color Efex Pro 3.0, Silver Efex Pro and Sharpener Pro 3.0 are accessible via the Photo>Edit In... menu. Edits made using the plug-ins within Lightroom are non-destructive in nature, with edits applied automatically to a newly generated TIFF file and not the original. Each product also takes advantage of Lightroom and its efficiencies for every day tasks, like the ability to edit multiple images in one session, saving time for photographers.

All Nik Software products included in the Complete Collection feature Nik’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

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Nik Software's Complete Collection Ultimate Edition (MSRP: \$599.95 USD) and the Complete Collection for Lightroom and Aperture (MSRP: \$299.95 USD) are available in electronic form directly from Nik Software ([www.niksoftware.com](http://www.niksoftware.com)) or in boxed versions from Nik Software and through specialty camera retailers. A complete list of resellers may be found at [www.niksoftware.com/resellers](http://www.niksoftware.com/resellers).

Customers who currently own Photoshop versions of Nik Software products may use their product keys to install the Lightroom versions. Customers who currently own Aperture versions of Nik Software products may call Nik Software customer service at 888-824-4085 between 8:30am-5pm PST Monday - Friday to obtain new Lightroom keys free of charge.

## **Product Descriptions**

### **About 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)

### **About Viveza**

Viveza, powered by U Point<sup>®</sup> 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)

### **About 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)

### **About 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)

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

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