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## Nik Software Announces Free Update to Color Efex Pro 3.0

*Color Efex Pro 3.1 update includes support for Aperture™ and Capture NX 2, compatibility with Photoshop® Smart Filters*

San Diego, CA - July 17, 2008 - Nik Software Inc. today announced the immediate availability of its free update for current owners of their award-winning Color Efex Pro 3.0 photographic filters. Color Efex Pro 3.1 now supports Aperture 2.1, Apple's groundbreaking photo editing and management software, Capture NX 2, the latest version of Nikon Corporation's award-winning photo editing software, and the Smart Filters feature of Adobe Photoshop CS3. Color Efex Pro 3.1 features Nik Software's patented U Point® technology and offers a comprehensive, powerful, and easy to use set of software filters for photo enthusiasts and professional photographers.

"With Color Efex Pro 3.1 we are extending compatibility with leading photo editing solutions, including Photoshop, Aperture and Capture NX 2," said Michael J. Slater, president and CEO of Nik Software. "This update gives our customers the benefit of being able to use their favorite Color Efex Pro filters in their application of choice."

Color Efex Pro offers digital camera owners a wide range of quick and easy ways to dramatically enhance their photos with just a few clicks of the mouse. Recently awarded the prestigious 2008 Hot One Award from *Professional Photographer* magazine, Color Efex Pro 3.0 contains the most comprehensive set of creative enhancements, color correction filters, retouching tools, and a complete collection of traditional photographic effects available.

Nik Software's U Point technology in Color Efex Pro 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 easily achieved using just a few mouse clicks without the need to create complicated selections and layer masks. Color Efex Pro offers users unprecedented control over selective image enhancements and effects.

Several new filters in Color Efex Pro increase the traditional and stylistic range of the collection. New filters include Bleach Bypass, Cross Balance, Film Effects, Film Grain, Glamour Glow, High Key, Low Key, Polaroid Transfer, and Tonal Contrast. Previously available filters have also been updated to provide even more options. The Color Efex

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Pro Complete Edition has 52 filters, with a possibility of over 250 effects available. A complete filter list may be found at: [www.niksoftware.com/cep3filters](http://www.niksoftware.com/cep3filters).

#### **Pricing & Availability**

Color Efex Pro 3.1 is available via electronic purchase in the United States from [www.niksoftware.com](http://www.niksoftware.com) in two editions:

- Color Efex Pro 3.1 Complete Edition (52 filters total): \$299.95
- Color Efex Pro 3.1 Select Edition (35 filters total): \$159.95

Current owners of Color Efex Pro 3.0 are eligible to receive the new software updates for free by registering their product at [www.niksoftware.com/freeupdate](http://www.niksoftware.com/freeupdate).

Color Efex Pro 3.1 installs as a plug-in into Photoshop and Photoshop Elements, Aperture and Capture NX 2 and is compatible with Windows and Macintosh operating systems, including Vista and Leopard.

#### **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®, Viveza™, Color Efex Pro™, Silver Efex Pro™, and Nik Sharpener Pro™ software.

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