

## **Nik Software Dfine® 2.0 Now Available Bringing Revolutionary Noise Reduction Features to Adobe® Photoshop®**

*Award-winning U Point® technology, combined with intelligent image processing core, top list of new features*

**San Diego, CA – August 7, 2007** - Nik Software Inc. today announced that its award-winning noise reduction software tool Dfine 2.0 is now available for sale from specialty camera retailers in the U.S. or direct from Nik Software ([www.niksoftware.com](http://www.niksoftware.com)) at a suggested retail price of \$99.95. Designed to improve image quality, Dfine 2.0 now includes Nik Software's patented U Point technology for selective editing control and a completely new user interface that is easier to use and improves workflow for busy photographers.

“Many photographers have simply ignored or accepted image noise as a part of digital photography due to the complexity of the image editing tools available,” said Michael J. Slater, president and CEO of Nik Software, Inc. “The complete re-design of Dfine takes simplicity and control of noise reduction to an entirely new level, a point recognized recently when it earned the coveted *American Photo* Editor's Choice 2007 award.”

When capturing images, all digital cameras inherently create unwanted imperfections known as noise. High ISO speeds and low light conditions can also contribute to noise. Dfine 2.0 addresses the issue of digital image noise with unprecedented selective control and a revamped image processing core, which provide superior noise reduction while maintaining detail and sharpness in an image. A re-designed user interface, new automatic camera profiling system, and the addition of U Point powered Control Points help photographers quickly and easily improve the quality of virtually every digital photo.

Dfine 2.0 noise reduction can be applied globally or selectively using various controls including:

- Control Points powered by U Point technology – with a single mouse click, photographers can place Control Points on an image and selectively adjust the amount of contrast (luminance) and color (chrominance) noise reduction.
- Target Colors – using an eyedropper tool to select colors, photographers can reduce noise based on a range of colors. This method is ideal for batch processing a series of images.

- Selective Tool – using brushes, noise reduction can be applied selectively. For added control and fine detail adjustments, Dfine also supports pressure sensitive features optimized for Wacom® Pen Tablets.

Dfine also includes a new auto camera profile system as part of its image processing core. This feature adjusts the noise reduction to match specific parameters and nuances based on camera manufacturer specifications. Camera profiles may be applied automatically upon launching the plug-in, thus enabling literally “one click” noise reduction for images and faster workflow. Profiles may also be created manually and saved, and then loaded by users at a later time.

### **Pricing and Availability**

Dfine 2.0 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 suggested retail price is \$99.95.

A complete list of resellers may be found at [www.niksoftware.com/resellers](http://www.niksoftware.com/resellers). Registered owners of Dfine 1.0 qualify for special upgrade pricing of \$69.95, which for the first time can be purchased and fulfilled directly from the Nik Software Web site. Customers who purchased Dfine 1.0 after February 1, 2007 are eligible to receive the upgrade free of charge.

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

Nik Software, Inc. (formerly Nik Multimedia, Inc.) is a privately held American 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.

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