



FOR IMMEDIATE RELEASE

## **Nik Software's U Point™ Image Editing Technology/Nikon's Capture NX Software Receive Prestigious 2006/2007 EISA Award**

*European association recognizes the power of U Point technology/Capture NX for revolutionizing the way photographers edit*

**San Diego, CA – September 21, 2006** – Nik Software, Inc. announces today that Capture NX and Nik Software's proprietary U Point technology has received the prestigious 2006/2007 European Photo "Best Innovation Award" from the European Imaging & Sound Association (EISA). U Point technology/Capture NX is the first software technology to receive EISA's Photo Innovation award in the history of the Association.

Currently featured in Nikon's new Capture NX™ software, U Point technology's revolutionary new approach of using "Control Points" enables photographers to simply point and edit with extraordinary precision and it can be incorporated in a variety of applications ranging from consumer to high-end professional imaging.

"I'm proud of the innovative thinking and hard work that our team has put into creating Nik Software's powerful U Point technology," said Michael J. Slater, Nik Software, Inc.'s president & CEO. "Winning the EISA award underscores the user benefits of this powerful new technology, as featured in Capture NX, for photographers around the world."

According to EISA, "The U Point technology by Nik Software, included in Nikon's new imaging software Capture NX, gives photographers unique tools to control color tone, hue, brightness and contrast. Without the need for any selections or masking, it is now easy to adjust individual color areas in the picture, as required by the photographer. This powerful technology works with any JPEG, TIFF or NEF image files, allowing useful adjustments such as correction to layers, and leaving the original file untouched. The final results can all be exported in NEF format."

### **About U Point Technology**

U Point is a powerful and flexible image editing technology that enables photographers to selectively edit and enhance digital photographs professionally with natural results. Using the photographer's "strategy map" as a conceptual foundation for working with digital photos, Nik Software engineers developed Control Points to enable photographers to work directly on images allowing them to control brightness, contrast, saturation, color and warmth.

With a single mouse click, photographers can place U Point powered Control Points on images. For the first time, photographers can easily control color and light on specific elements of their image (such as sky, skin, grass, etc.) without the use of complicated software masks, layers or

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procedures. Using Control Points, photographers can enhance or adjust any specific area or object precisely in order to achieve their desired results.

For more information about U Point technology visit: <http://www.upoint.com> .

### **U Point Technology in the New Capture NX**

U Point technology is integrated into various tools in Nikon's new Capture NX software. Color Control Points in Capture NX can be used to make fine and precise selective changes or broader more global changes to an image by simply placing a U Point powered Control Point on the image and adjusting the associated slider.

U Point powered Control Points enable a full range of selective editing features for controlling color and light (including RGB, hue, saturation, brightness, contrast, and warmth). Capture NX includes several U Point powered Control Points such as Color Control Points, Black, White and Neutral Control Points and a unique Red-Eye Reduction Control Point.

For more information about Capture NX visit:

[http://www.nikon.co.jp/main/eng/news/2006/0816\\_eisa\\_01.htm](http://www.nikon.co.jp/main/eng/news/2006/0816_eisa_01.htm) and  
<http://nikonimaging.com/global/products/software/capturenx/nxsp/top.htm> . For more information about Nikon visit: <http://www.nikon.co.jp/main/eng/index.htm>

### **About EISA**

EISA is the largest editorial multimedia organization in Europe, with a membership of nearly 50 Audio, Mobile Electronics, Video and Photo magazines drawn from 19 European countries. In June every year, all EISA member magazines come together in a European city for the most important meeting in the year: the election of the European Awards. From all products introduced during the preceding twelve months, each panel must choose the best equipment in each category. As an organization populated by journalists, EISA moves with the times, continually observing the state of the art and adjusting its Awards categories to reflect the latest developments.

### **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 plug-in products for digital photography and imaging professionals including U Point™ technology, Dfine®, Nik Color Efex Pro™, and Nik Sharpener Pro™ software.

The company's products use a range of innovative technologies that make digital imaging and photography easier and more powerful. Nik Software is headquartered in San Diego, California with branch offices in Germany. For more information contact Nik Software at (888) 284-4085 or visit Nik Software at [www.niksoftware.com](http://www.niksoftware.com) .

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