

## Nik Software Announces “Complete Collection” of Award-Winning Digital Photographic Filters

*Complete Collection includes Photoshop® and Aperture™ versions of Dfine® 2.0, Viveza™, Color Efex Pro™ 3.0, Silver Efex Pro™, and Sharpener Pro™ 3.0*

Cologne, Germany (Photokina Hall 4.1, Stand F001) - September 22, 2008 - Nik Software today announced the availability of its new Complete Collection of the company's award-winning digital imaging software products. This new product bundle includes all of the latest versions of Nik Software's products available at a discounted price of \$599, which represents a savings of \$450 if purchased separately.

All products now include Nik's patented U Point® technology ([www.upoint.com](http://www.upoint.com)) for precise control of selective editing functions without the need to create complicated selections and layer masks. U Point powered Control Points found in each of Nik Software's products are easy to use and, by working directly on the image, powerful selective enhancements can be accomplished in a fraction of the time needed by using other methods.

“The Complete Collection offers photographers an opportunity to buy all Nik Software products at substantial savings,” said Michael J. Slater president and CEO of Nik Software. “And with U Point technology fully integrated into all of our plug-in products, photographers can do even more with their images and have complete selective control within all Nik products,” Slater concluded.

Each of the products included in the Complete Collection are compatible with both Windows and Macintosh operating systems, including Vista and Leopard, and work seamlessly within Adobe Photoshop and Apple Aperture.

### Pricing and Availability

The Complete Collection is available for electronic delivery directly from Nik Software ([www.niksoftware.com](http://www.niksoftware.com)) and through specialty camera retailers in October 2008. A complete list of resellers may be found at [www.niksoftware.com/resellers](http://www.niksoftware.com/resellers).

The suggested retail price of the Complete Collection is \$599 (USD), which represents a savings of \$450 (USD) over purchasing each product separately. Each of the software products in the bundle installs as a plug-in filter for either Adobe Photoshop or Apple Aperture 2.1. For more information about the software, including video tutorials highlighting the software running within Photoshop and Aperture and free 15-day fully functional trial versions, please visit [www.niksoftware.com](http://www.niksoftware.com).

## 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® 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 your 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)

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

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