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## **Nik Software, Inc. Announces Availability of New U Point™ Image Editing Technology**

*Featured for the first time in Nikon's Capture NX™ Software, simple click and drag functionality allows photographers to work directly on their digital images to control virtually any aspect of their photographic edits*

**Cologne, Germany – September 26, 2006** – Nik Software, Inc. announces today details of its proprietary U Point technology, currently featured in Nikon's new Capture NX software for use with JPEG, TIFF and Nikon RAW (NEF) image formats. It is U Point technology's revolutionary new approach for selective editing and its use of "Control Points" that enables photographers to simply point and edit with extraordinary precision. U Point technology's power and straight forward architecture enable it to be incorporated in a variety of applications ranging from consumer to high-end professional imaging applications.

"We're proud that world-class camera manufacturer Nikon has recognized the power of the Nik Software U Point technology and chosen this as the underlying power behind its new Capture NX image processing and editing software," said Michael J. Slater, Nik Software, Inc.'s president & CEO. "Created and designed by Nik Software's research and development team, U Point technology enables photographers around the world to work directly on their images allowing them to quickly and easily achieve exactly what they envision in the final edited image."

U Point technology 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 selectively control brightness, contrast, saturation, color, warmth and much more.

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

### **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.

Each Color Control Point that is placed on an object identifies the characteristics of the color as well as the level of detail of that object, enabling the photographer to make adjustments to the color of that specific object in the image. The size slider controls the reach of the current Control Point and can be adjusted to affect similar colors of objects that are farther away from the Control Point.

Each new U Point powered Control Point that is placed on an image works together with the existing Control Points to affect more and more specific objects. Placing a Control Point on an object with the Control Point's default setting will prevent that specific object from being affected by other Control Points.

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.

#### **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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