

Entire Suite of Nik Software Products Now 64-bit Compatible

Workflow efficiency improved with 64-bit compatibility

San Diego, CA - November 15, 2010 - Nik Software (www.niksoftware.com) announces today 64-bit compatibility across the entire Nik Software product line, providing photographers with the highest level of workflow efficiency. Registered customers may download free updates for Dfine® 2.0, Viveza® 2, Color Efex Pro™ 3.0, Silver Efex Pro™, and Sharpener Pro™ 3.0, at www.niksoftware.com/downloads.

"Photographers using a 64-bit workflow can now take advantage of a much faster and more efficient memory management system with all of our plug-ins," said Michael J. Slater, President and CEO of Nik Software. "I am confident that our customers will not only benefit from this update to our architecture, but also from future products that take advantage of this."

In addition to 64-bit compatibility, all Nik Software plug-ins feature the company's proprietary U Point® technology, enabling precise selective fine-tuning of images without the need for complicated selections or layer masks. To learn more about Nik Software products, watch training videos, download free trials, or join live online trainings visit www.niksoftware.com.

Pricing and Availability

Free updates to 64-bit compatible versions are available now to registered owners of Dfine 2.0, Viveza 2, Color Efex Pro 3.0, Silver Efex Pro, and Sharpener Pro 3.0 via the company's website: www.niksoftware.com. Customers who purchased the Complete Collection Ultimate Edition or the Complete Collection for Lightroom and Aperture may also receive the updates for free.

All products are now compatible with both 32-bit and 64-bit image editing applications such as Adobe® Photoshop®, Photoshop® Elements, Photoshop® Lightroom®, and Apple® Aperture®. To review full system requirements, visit www.niksoftware.com/support.

About Nik Software

Nik Software, Inc. is a privately held company that develops software solutions and provides award-winning educational programs for the 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 (www.upoint.com), HDR Efex Pro™, Dfine®, Viveza®, Color Efex Pro™, Silver Efex Pro™, and Sharpener Pro™ software. For more information visit www.niksoftware.com.

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