



**FOR IMMEDIATE RELEASE**

## **onOne Software Announces Acquisition of Liquid Resize Technology**

*onOne Software adds ground-breaking image resizing and retargeting technology  
to its product offerings*

**Portland, OR – January 17, 2007** – onOne Software, Inc., announces today the technology acquisition of Liquid Resize which introduces a ground-breaking new way to resize images using a technique known as "seam carving" to reduce the distortion that typically occurs when manipulating the aspect ratio of an image.

“We're excited to have acquired this incredible new and unique image resizing technology to add to our award-winning line of Photoshop® plug-ins,” said Craig Keudell, president of onOne Software. “This new technology that allows users to maintain the original aspect ratio of a digital image will provide photographers and graphic designers alike unprecedented control when they resize or adjust the composition of their images.”

### **About Liquid Resize**

Liquid Resize, a "content aware" image resizing application, was originally developed by the Vienna, Austria based husband-wife team of Ramin Sabet and Irmgard Sabet-Wasinger and is based on the work of Shai Avidan and Ariel Shamir that made its first appearance in a video (<http://www.youtube.com/watch?v=qadw0BRKeMk>) released at Siggraph 2007.

Liquid Resize will allow users to resize an image without the traditional geometric limitations while minimizing any distortion that would typically result from changing the original aspect ratio of an image.

### **Availability and Pricing**

A free public beta of Liquid Resize for both Windows and Mac OS X users will be available in late January 2008 as a stand-alone application from the onOne Software Web site. A Photoshop plug-in version of Liquid Resize is expected to be available in the middle of 2008. Pricing has not yet been announced for the final version of Liquid Resize that will be released later in 2008.

### **About onOne Software**

onOne Software develops time-saving software solutions for professional and advanced amateur photographers. onOne Software solutions have been created to help photographers spend more time behind the camera taking pictures instead of the computer workstation. Such solutions include a wide range of easy-to-use plug-ins for Adobe® Photoshop®, Photoshop Elements and Photoshop Lightroom.

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**onOne Software Acquires  
Liquid Resize Technology (cont'd)**

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onOne Software delivers the highest quality software products to users by working with a broad range of industry experts and continue to develop in-house technologies for the photographic industry on both Macintosh and Windows operating systems. Founded in 2005, onOne Software is a privately held company located in Portland, Oregon. For additional information, visit [www.ononesoftware.com](http://www.ononesoftware.com) or call 1-888-968-1468.

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**onOne Software press RSS feed:** <http://www.ononesoftware.com/press/press.xml>

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