



FOR IMMEDIATE RELEASE

onOne Software Announces Availability of *Essentials 2 Imaging Software for iPhoto*

iPhoto version features four easy-to-use tools for color correction, creative image blurring, frame and border effects and resizing for high quality large prints

Portland, OR - May 12, 2008 - onOne Software, Inc., announces today the availability of Essentials 2 software for iPhoto users. Essentials 2 for iPhoto is a collection of four easy-to-use software tools to help correct color, creatively blur a photo for dramatic visual impact, add creative borders and resize digital images for high quality large prints. The software tools included within Essentials 2 for iPhoto are based on technology used in the professional level onOne Software Photoshop® plug-ins PhotoTune 2.2, FocalPoint 1.0, PhotoFrame 3.1 and Genuine Fractals 5.

The Essentials 2 for iPhoto software suite provides users of the popular iPhoto image editing and organizing software with four important plug-in solutions to solve common digital imaging problems. With Essentials for iPhoto, users can easily correct the color of their photos using technology from PhotoTune, simulate the effect of selective focus or tilt-shift lenses, helping photographers selectively blur and/or vignette an image to focus the viewers attention using technology from FocalPoint 1.0, add unique borders and edges around their photos using technology from PhotoFrame and increase the size and resolution of their photos to get larger print sizes by using technology from Genuine Fractals, the industry standard for resizing digital photos.

“Make it Better! Blur It! Frame It! and Enlarge It! These are the four important tools incorporated in onOne Software’s new Essentials 2 for iPhoto,” said Craig Keudell, president of onOne Software. “These tools are designed to allow amateur and advanced amateur photographers to quickly and easily correct color, creatively add blur effects to images, add realistic frame and borders and enlarge digital images to transform even ordinary snapshots into extraordinary images without having to spend hours in front of a computer.”

Make It Better

With the Make It Better tool, users simply compare color, contrast and brightness adjustments side-by-side and pick the best looking images to adjust an image. This module combines the power of several image adjustment steps that would be found in more expensive image editing applications into a single interface. This allows users to make complex image adjustments without the need to understand complex image controls.

Blur It

The Blur It tool provides photographers with a way to create realistic depth of field control, plane of focus control and selective focus to any digital image after it is photographed allowing for more control and precision. The focus bug control in Blur It has a tangible, hardware feel much

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like using a lens. Photographer can quickly define the "sweet spot" either in a round shape or a plane and then control how much and what kind of blur they would like to add to the image.

Frame It

The Frame It tool makes it easy to add realistic film and darkroom edge and border effects to images. Users can also add artistic edges like torn paper, brush strokes or even realistic frames and mats. Frame It allows users to stack multiple edges and frames to create unique designs. This tool features more than 500 edges and frames to choose from. The creative possibilities are limitless with the Frame It tool.

Enlarge It

The Enlarge It tool increases the size of an image without the loss of sharpness and detail that would normally be expected. It can resize images up to 400% and still maintain sharp edges and minute details. It's equivalent to taking a 4x6 print and making it as big as a poster size. It is a must have for any photo enthusiast who makes big prints or needs to crop a section out of an image to get just the right composition.

Availability & Pricing

onOne Software's Essentials 2 for iPhoto is available direct from onOne Software (www.onOnesoftware.com) and from authorized retailers including select Apple Stores. The MSRP for Essentials 2 for iPhoto is \$59.95.

About onOne Software

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

onOne Software delivers the highest quality software products to users by working with industry leaders and continuing to develop core technologies for professional photo and desktop publishing solutions 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 or call 1-888-968-1468.

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