



**FOR IMMEDIATE RELEASE**

## **onOne Software Announces Plans for Adobe® Photoshop® Lightroom™ Plug-In Support**

*Digital photography software developer outlines roadmap to bring award-winning plug-ins to users of Adobe Photoshop Lightroom*

**Las Vegas, NV – September 4, 2008** – onOne Software, Inc., a leading developer of innovative software tools for photographers, has outlined their plans to deliver support for Adobe Photoshop Lightroom 2 software, the photographer's essential toolbox for managing, adjusting and presenting large volumes of digital photographs. Development will center around select products in the onOne Software line of Photoshop plug-ins.

onOne Software plans to make versions of PhotoFrame Professional Edition, Genuine Fractals Print Pro, PhotoTools Professional Edition, and FocalPoint compatible with Adobe Photoshop Lightroom by the end of 2008. Each of these plug-ins will provide users with seamless integration between the respective plug-in and Adobe Photoshop Lightroom.

"Our goal in collaborating with Adobe is to provide Lightroom users with the benefits of our Photoshop plug-ins without interrupting the streamlined workflow that Lightroom has established for photographers," said Craig Keudell, president of onOne Software. "We have been working closely with Adobe to ensure a seamless integration and complete round-trip between Lightroom and our plug-ins. Over the coming months, we will be making these updates available to users of the professional editions of each plug-in."

"Our goal is to simplify photography from shoot to finish, so that photographers can spend their time focusing on the image," said Tom Hogarty, senior product manager for Lightroom and Camera Raw at Adobe. "We're excited that onOne has plans to add support with plug-ins in their product line, providing even more options for preserving and streamlining photography workflows. We designed Lightroom as an open and extensible application, so that companies like onOne and the rich ecosystem of plug-in developers can continue to add value to the Lightroom experience."

Registered users of onOne Software's PhotoFrame Professional Edition, Genuine Fractals Print Pro, PhotoTools Professional Edition and FocalPoint will be alerted to the availability of Lightroom support and how to update their product as each plug-in is updated and released.

### **About the onOne Software Plug-ins**

**PhotoTools Professional Edition** is a flexible and powerful Photoshop plug-in that utilizes the power of Photoshop Actions to provide a complete library of effects created by professional photographers

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Kevin Kubota and Jack Davis and onOne Software. Each effect from the library of over 250 effects may be previewed, stacked and blended together just like filters over a camera lens to improve creativity. Its built-in batch processing engine improves photographers' productivity.

**Genuine Fractals Print Pro** is the industry standard for resizing images in Photoshop and can resize digital images over 1,000% with no loss of detail or sharpness. Thanks to onOne Software's patented algorithms, it allows photographers to create poster-sized prints from almost any image.

**PhotoFrame Professional Edition** allows users to create stunning border and edge effects like those right out of the darkroom. Frames can be combined to create thousands of combinations of edges, including authentic film and other artistic mediums.

**FocalPoint** is the latest award-winning plug-in from onOne that simulates selective focus and tilt-shift lenses, helping photographers selectively blur and/or vignette an image to focus a viewer's attention on the primary subject of visual interest.

### **About onOne Software**

onOne Software, Inc. is a leading developer of award-winning digital photography software tools that develops time-saving software solutions for professional and advanced amateur photographers. 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 Photoshop Lightroom.

onOne Software delivers the highest quality software products to users by working with industry leaders and continuing to develop core technologies for professional photo 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](http://www.ononesoftware.com) or call 1-888-968-1468.

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