



**FOR IMMEDIATE RELEASE**

## **onOne Software Introduces PhotoTune 2.2 Software**

*New product incorporates newly acquired 20/20 Color MD 2.0 and SkinTune 2.0 plug-ins*

**Portland, OR - September 14, 2007** – onOne Software, Inc., introduces today PhotoTune 2.2 – an easy-to-use Adobe® Photoshop® plug-in incorporating the company’s newly acquired color-correction plug-ins – 20/20 Color MD™ 2.0 and SkinTune™ 2.0.

“Having recently acquired PhotoTune Software and their ground-breaking plug-ins 20/20 Color MD 2.0 and SkinTune 2.0, we wanted to be able to quickly offer our combined customers a new complete color correction software solution,” said Craig Keudell, president of onOne Software. “PhotoTune 2.2, available for the first time, includes ColorTune technology (formerly known as 20/20 Color MD) with its patented color correction process and SkinTune technology, developed after more than two years of in-depth skin color research. PhotoTune 2.2 is sure to improve the busy workflow of photographers, graphic artists and photo enthusiasts.”

### **About ColorTune**

ColorTune is a straight-forward, yet sophisticated technology designed for anyone who wants great looking images without spending hours behind the computer screen manually adjusting curves and levels sliders. ColorTune works like an eye exam to figure out precisely what is wrong with a digital image and how to fix it. During each step of the patented Color Wizard process, users are presented two side-by-side preview images that have been altered in different ways. Users simply click on the best looking image between each pair. The entire six-step process only takes about 15 seconds. In comparison, if a user spends an average of 10 minutes fixing an image with Photoshop’s Curves, Levels, and Hue & Saturation it will take them 16 hours to color correct 100 images. With PhotoTune 2.2 and ColorTune technology, 100 images can be processed in less than one hour.

### **About SkinTune**

The SkinTune technology is the culmination of more than two years of skin color research to properly correct skin color for accurate skin tone color variations. This research included collecting thousands of skin tone image samples from around the world. Then, precise spectrophotometer measurements were compiled and complete reference databases of acceptable colors for each race were completed. What was discovered is that skin color represents less than 1% of all available colors, and that each race has slightly different color characteristics. So, it's no wonder that acceptable correction is such a difficult process, especially when traditional tools were never designed to handle such a small range of colors.

After collecting and studying color samples, the next step was to construct complete libraries for different races, including African, Asian, Caucasian, Latin, and Middle Eastern. Each library contains between 125,000 and 150,000 colors made up of different combinations of hue, brightness, and saturation, based on the unique characteristics of each race.

In addition, the SkinTune technology features specialized algorithms designed specifically for skin color adjustment – all the adjustments are totally independent, so adjusting brightness, as an example, has no

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effect on hue or saturation. This is important because a small adjustment can easily result in an out-of-gamut skin color. PhotoTune 2.2 with SkinTune technology provides maximum control over the skin color spectrum and the software's tools are twice as precise as Photoshop so users can make very subtle adjustments and achieve life-like results.

To use the SkinTune technology, a user need only open an image in Photoshop and select PhotoTune 2.2 - SkinTune from the Filter menu. After two clicks of the mouse, SkinTune instantly finds the nearest acceptable skin color from the selected library, and automatically corrects the image. After SkinTune does its magic, users are able to use SkinTune's tools to adjust hue, brightness, contrast, and saturation. All adjustments will stay within the boundaries of the library to ensure perfect, life-like results.

### **Pricing and Availability**

PhotoTune 2.2 is available for purchase directly from onOne Software at <http://www.ononesoftware.com>. PhotoTune 2.2 will soon be available at hundreds of retail outlets in the United States and internationally soon via the extensive onOne Software reseller network. Users can locate a local reseller by visiting <http://www.ononesoftware.com/resellers.php>.

onOne Software's new PhotoTune 2.2 software is available for \$129.95. Users of 20/20 Color MD 1.0 and/or SkinTune 1.0 can upgrade to PhotoTune 2.2 for \$69.95. For more information or to purchase PhotoTune 2.2, please visit <http://www.ononesoftware.com>.

### **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.

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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