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onOne Software Announces Acquisition of PhotoTune Software

onOne Software adds patented image correction technology and skin color research to its product offerings

New York, NY - October 18, 2007 – onOne Software, Inc., announces today the acquisition of Photoshop® plug-in company PhotoTune Software along with two of the company's color-correction plug-ins – 20/20 Color MD™ 2.0 and SkinTune™ 2.0.

“20/20 Color MD 2.0 and SkinTune 2.0 are the result of years of color correction and skin tone research, and both products are used by thousands of photographers and graphic designers worldwide,” said Kirk Lyford, president and founder of PhotoTune Software. “I’m excited to have onOne Software acquire these two Photoshop plug-ins. The team at onOne are very dedicated and very talented, and I know that they will continue to improve 20/20 and SkinTune in the future.”

“For most users, color correction – whether it is a general correction for an entire photo or a specific correction on skin color for example – is a difficult skill to master and the PhotoTune Software plug-ins for Photoshop excel at making this challenging task easy. I’ve known Kirk for years and after a recent discussion with him, I found that both companies share a common vision for how these two Photoshop plug-ins will benefit both professional and enthusiast photographers,” said Craig Keudell, president of onOne Software. “20/20 Color MD 2.0 and SkinTune 2.0 are a perfect addition to onOne Software’s award-winning product line because they help busy photographers and graphic artists correct color in Photoshop easier, faster and better.”

About 20/20 Color MD 2.0

20/20 Color MD 2.0 will be renamed ColorTune now that it is owned by onOne Software. 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 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’ll take them 16 hours to color correct 100 images. With PhotoTune 2.0 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

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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 effect on hue or saturation. This is important because a small adjustment can easily result in an out-of-gamut skin color. PhotoTune 2.0 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.

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 or call 1-888-968-1468.

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