



**FOR IMMEDIATE RELEASE**

## **onOne Software Announces Genuine Fractals 6**

*The industry standard for resizing images to any size adds several new features and includes support for Adobe Photoshop CS4 and Adobe Photoshop Lightroom 2*

**New York, NY (October 23, 2008) PhotoPlus Expo Booth #1055** – onOne Software, Inc., a leading developer of innovative software tools for photographers, today announced Genuine Fractals 6 Professional Edition and Genuine Fractals 6 Standard Edition. Genuine Fractals 6 adds several new features designed to help photographers get the best enlargements possible. These new features include texture presets, a new gallery wrap function, batch processing, tiling for smaller printers and support for Adobe® Photoshop® CS4, Adobe Photoshop CS4 Extended and Adobe Photoshop Lightroom® 2.

Available in November, Genuine Fractals 6 represents onOne Software's continuing commitment to provide photographers with the industry standard for resizing images with no loss in image quality and sharpness.

“Genuine Fractals has been the go-to application of professional photographers for high-quality image resizing for over a decade,” said Craig Keudell, president of onOne Software. “Due to significant improvements in digital cameras enjoyed by photographers and ready access to large format printers, it’s become more important than ever to improve the feature set and functionality of Genuine Fractals.”

“A key strength of Photoshop is that it provides users with many choices on how to complete any task, so that you can always find the best tool for the job,” said Kevin Connor, vice president of product management for professional digital imaging at Adobe. “When it comes to the common task of resizing images, Genuine Fractals further expands those choices so that customers can be assured of getting the best results.”

### **New Features in Genuine Fractals 6**

**Texture Presets** – Genuine Fractals 6 now includes texture presets allowing photographers to get the most out of the patented resizing algorithm that powers Genuine Fractals. The presets are designed to give users an easy way to set the key algorithm parameters to get the highest quality enlargement based on the type of image the user is starting out with no matter the size or subject matter.

**New Gallery Wrap Feature** – Photographers are often faced with losing part of their subject when some of the image is wrapped around the thick frames used to create canvas gallery

wrap prints. With Genuine Fractals 6 Professional Edition, photographers have an easy way to increase the edge areas of the image by reflecting or stretching the margins to allow for canvas wrapping without having to sacrifice important details in the image.

**New Batch Processing** – Photographers who need to resize multiple images can now do so in a very efficient workflow thanks to the new Batch Processing feature in Genuine Fractals 6. Based on the Batch Processing Engine developed initially for onOne Software’s PhotoTools Professional Edition, photographers can choose which files to resize, change file names, save files to a new location and file type, change and embed a specific color space to the new file and optionally add a customized watermark to help protect the photographers work.

**Tiling for Smaller Printers** – This new tiling feature allows photographers to resize their images to any desired size and then have Genuine Fractals 6 create the necessary documents so that the image can be printed on a smaller format printer. For example if the photographers desired output size is 24" x 30" but their printer can only print a maximum size of 8" x 10" they can use the new tiling feature to break the final 24" x 30" file into a matrix of nine 8" x 10" images that are returned as separate files in Photoshop.

**Support for Adobe Photoshop Lightroom 2 and Apple Aperture 2.1** – In addition to support for Adobe Photoshop CS4, Genuine Fractals 6 Professional Edition will also support Adobe Photoshop Lightroom 2 and Apple Aperture 2.1 putting the industry standard for image resizing inside these photography workflow applications.

**Additional Enhancements** – Several other features of Genuine Fractals have been improved including the document size presets which make resizing and cropping to fit much easier; an improved crop tool that allows photographers to define a crop in any direction as well as additional user experience improvements.

### **Genuine Fractals Editions Compared**

Genuine Fractals 6 is available in a Professional Edition and a Standard Edition. The table below outlines the differences between the two editions.

| <b>Feature Description</b>  | <b>Genuine Fractals 6</b>   |                         |
|---|-----------------------------|-------------------------|
|   | <b>Professional Edition</b> | <b>Standard Edition</b> |
| Resize images up to 1000%   | Yes                         | Yes                     |
| Control new pixel detail in continuous tone areas                                     | Yes                         | Yes                     |
| Control new pixel detail on edges to eliminate edge halos                             | Yes                         | Yes                     |
| Apply sharpening based on luminosity only   | Yes                         | Yes                     |
| Add simulated film grain for perceptual sharpness                                     | Yes                         | Yes                     |
| Includes over 60 document size presets for common photographic, paper and video sizes | Yes                         | Yes                     |
| Save your own custom presets  | Yes                         | Yes                     |
| Supports cropping and resizing in one step  | Yes                         | Yes                     |
| Supports resizing RGB images  | Yes                         | Yes                     |
| Supports resizing grayscale images  | Yes                         | Yes                     |
| Supports resizing CMYK images   | Yes                         | No                      |
| New texture presets   | Yes                         | Yes                     |
| New batch processing  | Yes                         | Yes                     |

|   |     |     |
|---|-----|-----|
| New auto tiling feature for small format printers | Yes | Yes |
| New automatic gallery wrap feature                | Yes | No  |
| New support for Adobe Photoshop Lightroom 2       | Yes | No  |
| New support for Apple Aperture 2.1                | Yes | No  |

**Availability and Pricing**

Genuine Fractals 6 comes in two editions – a Professional Edition and a Standard Edition and are available for \$299.95 and \$159.95 respectively direct from onOne Software and select, authorized resellers in the United States and around the world. Upgrades from previous versions of Genuine Fractals are available for \$99.95. Genuine Fractals 6 is also available as part of Plug-In Suite 4, an integrated suite of six plug-ins for Adobe Photoshop, Adobe Photoshop Elements, Adobe Photoshop Lightroom 2 and Apple Aperture 2.1.

Genuine Fractals 6 does not support the 64-bit version of Photoshop CS4 for Windows but does support the 32-bit versions of Photoshop CS4 for both Mac OS X and Windows.

Genuine Fractals 6 may be pre-ordered immediately from onOne Software at [www.ononesoftware.com](http://www.ononesoftware.com) and will be available through the worldwide network of authorized resellers in early December 2008. Customers who pre-order Genuine Fractals 6 will receive a copy of Genuine Fractals 5 initially and then will receive a free upgrade to Genuine Fractals 6. For a complete list of authorized resellers, please visit <http://www.ononesoftware.com/resellers/>.

**About onOne Software**

onOne Software, Inc. a leading developer of innovative software tools for photographers, 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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