

FOR IMMEDIATE RELEASE

## Nik Software Announces Color Efex Pro™ 3.0 Update for Adobe® Photoshop® Lightroom® 2

*Award-winning Color Efex Pro 3.0 Complete now compatible with Lightroom*

Hamburg, March 25, 2009 - Nik Software announces today that Color Efex Pro 3.0 Complete, its popular digital photographic filters for retouching and creative enhancements, is now available for Adobe Photoshop Lightroom 2.3 and higher. The update is free to current owners of Color Efex Pro 3.0 Complete for Photoshop.

“We are very pleased to offer for Lightroom users two of our most popular products, Viveza and Color Efex Pro 3.0, ” said Michael J. Slater president and CEO of Nik Software. “Now photographers using Lightroom can utilize our unique Color Efex Pro filters and take advantage of our U Point® technology to selectively apply enhancements without the need for any complicated masks.”

Color Efex Pro 3.0 Complete installs as a plug-in for Lightroom 2.3, itself a free update from earlier versions and available for download at [www.adobe.com/downloads/updates](http://www.adobe.com/downloads/updates). Once installed, Color Efex Pro 3.0 is accessible via the Lightroom Photo>Edit In... menu. Edits made using the plug-in within Lightroom are non-destructive in nature, with edits applied automatically to a newly generated TIFF file and not the original. It also takes advantage of Lightroom and its efficiencies for every day tasks, like the ability to edit multiple images in one session, saving time for photographers.

Color Efex Pro 3.0 filters are the leading photographic filters for digital photography. Widely used by many of today's professional photographers, the award-winning Color Efex Pro includes U Point technology for precise selective control and offers 52 traditional and stylizing filters that let users quickly and easily perform high quality retouching, color correction and creative enhancements. For more product information including video lessons visit: [www.niksoftware.com/colorefexpro](http://www.niksoftware.com/colorefexpro)

All Nik Software plug-in products now feature Nik Software's patented U Point technology which revolutionizes the way photographers edit. U Point powered Control Points give photographers precise selective editing functions without the need to create complicated selections and layer masks. This innovative technology is easy to use and works directly on the image, empowering photographers to make selective enhancements in a fraction of the time needed by using other methods.

Nik Software also announces that all of its remaining photographic filter products are being updated to support Lightroom. The next plug-in will be Silver Efex Pro. As these Lightroom-compatible versions become available, current owners will receive updates free of charge. All products are expected to be available by the end of the second quarter of 2009.

## Pricing and Availability

The fully compatible Color Efex Pro 3.0 product, offering support for Adobe Photoshop, Lightroom (Complete Edition), Elements, Apple Aperture and Nikon Capture NX 2 (Complete and Select Edition) is available immediately for electronic delivery directly from Nik Software ([www.niksoftware.com](http://www.niksoftware.com)) or through specialty camera retailers. A complete list of resellers may be found at [www.niksoftware.com/resellers](http://www.niksoftware.com/resellers). Current owners of Color Efex Pro 3.0 may download a free update at [www.niksoftware.com/lightroom](http://www.niksoftware.com/lightroom).

Color Efex Pro 3.0 comes in three versions at different price points: The Complete Edition retails for €299.95; the Select Edition retails for €159.95; the Standard Edition retails for €99.95 (all prices incl. VAT). Customers interested in purchasing all 5 Nik Software products for Lightroom or Aperture only may purchase the Nik Software Complete Collection for Lightroom which will be released this summer or the Complete Collection Aperture Edition for €299.95 (incl. VAT). Customers may also purchase the Complete Collection, which adds support for Adobe Photoshop in addition to Lightroom and Apple Aperture and retails for €599.95 (incl. VAT). Customers purchasing the Complete Collection will receive the Lightroom-compatible product for free as they become available.

For more information about Color Efex Pro 3.0, including video tutorials highlighting the software running within Lightroom and free 15-day fully functional trial versions, please visit [www.niksoftware.com/colorefexpro](http://www.niksoftware.com/colorefexpro).

## About Nik Software

Nik Software, Inc. is a privately held company that develops software solutions for the growing digital imaging and photography markets. Established in 1995, Nik Software has become the recognized leader in digital photographic filter development and produces award-winning technology and software products for digital photography and imaging professionals including U Point<sup>®</sup> technology ([www.upoint.com](http://www.upoint.com)), Dfine<sup>®</sup>, Viveza<sup>™</sup>, Color Efex Pro<sup>™</sup>, Silver Efex Pro<sup>™</sup>, and Sharpener Pro<sup>™</sup> software.

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