

FOR IMMEDIATE RELEASE

## **New Creative Alliance Tour: Seven Leading Companies Join Forces to Enhance Professional Photographers' Entire Digital Experience**

28 May 2009 - Seven of the industry's most influential technology suppliers have joined together to bring cutting-edge, digital workflow solutions to professional photographers across Europe.

Adobe Systems, Apple, Hewlett Packard, Nikon, Nik Software, Wacom and X-Rite have joined forces for a unique, nine-city Creative Alliance Tour. The tour has been set up to provide creative professionals with a comprehensive insight into a complete digital workflow. A full-day seminar will take place at each city stop, hosted by renowned photo professionals and evangelists - Robin Preston, Boudewijn Krijger and Guy Gowan, among others. These influential master photographers will demonstrate live shoots, and talk about why colour profile and calibration is key to getting the best end product.

From image capture to printing and marketing, delegates of the Creative Alliance Tour will learn how to achieve optimum results (high resolution in, high resolution out) using the most innovative techniques available to photographic professionals. The seminars will consist of inspirational presentations and in-depth technical workshops, with the opportunity to share questions and experiences with the experts.

"The long-established professional photographic community has seen dramatic changes to photographic technology in the past few years, with the transition from silver halide to digital, and from traditional SLR to digital SLR. Combining the resources and expertise of the seven companies, this tour will provide a unique platform for the photographic community to learn about the latest technological innovations and take advantage of a complete digital workflow within their existing production process," said world-renowned digital artist, Robin Preston.

Photographers should not miss this fantastic opportunity to gain valuable insight into the latest workflow tools that could help their business maintain its competitive edge.

### **Registration and dates**

The Creative Alliance Tour will begin in autumn 2009, with stops in the Netherlands, UK, Spain, France, Germany and Italy. For the exact dates and registration information please visit: [www.thecreativealliancetour.com](http://www.thecreativealliancetour.com)

**For further information about the Creative Alliance Tour, please contact:**

Blue Projects

Tel: 0031(0) 297382500

[info@thecreativealliancetour.com](mailto:info@thecreativealliancetour.com)

### **About Adobe Systems Incorporated**

Adobe revolutionises how the world engages with ideas and information - anytime, anywhere and through any medium. For more information, visit [www.adobe.com](http://www.adobe.com) .

### **About Apple**

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Today, Apple continues to lead the industry in innovation with its award-winning computers, OS X operating system and iLife and professional applications. Apple is also spearheading the digital media revolution with its iPod portable music and video players and iTunes online store, and has entered the mobile phone market with its revolutionary iPhone. [www.apple.com/](http://www.apple.com/)

### **About HP**

HP, the world's largest technology company, simplifies the technology experience for consumers and businesses with a portfolio that spans printing, personal computing, software, services and IT infrastructure. More information about HP (NYSE: HPQ) is available at <http://www.hp.com/>.

### **About Nikon**

Nikon Corporation, a world leader in cameras, imaging and optics, was founded on July 25th, 1917, in Tokyo, Japan. Beginning as an optical firm, Nikon manufactured microscopes, telescopes, surveying equipment and optical measuring devices.

NIKKOR was adopted as the brand name for the company's line of photographic lenses in the 1930s. In 1946, the company began producing a 35mm rangefinder camera with an interchangeable lens, the first Nikon camera. The success of the Nikon Rangefinder was followed by the introduction of the classic Nikon F single-lens-reflex (SLR) camera in 1959, built with the technology leadership and precision that characterizes Nikon products.

Nikon has continued its leadership into the 21st century with its popular and critically acclaimed film and digital cameras, from the COOLPIX consumer line to advanced professional digital SLRs. As a milestone, production figures for the NIKKOR interchangeable lenses surpassed the 45 million in September 2008.

From its industry-leading cameras to lenses, optics, accessories and software, Nikon is the choice of professional and amateur photographers alike. <http://www.nikon.com/>

## About NIK Software

Nik Software, Inc. (formerly Nik Multimedia, Inc.) is a privately-held American 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 plug-in products for digital photography and imaging professionals including U Point® technology, Dfine®, Viveza®, Silver Efex Pro™, Color Efex Pro™, and Nik Sharpener Pro™ software.

The company's products use a range of innovative technologies that make digital imaging and photography easier and more powerful. Nik Software is headquartered in San Diego, California with branch offices in Germany: [www.niksoftware.com](http://www.niksoftware.com)

## About Wacom

Wacom's vision to bring people and technology closer together through natural interface technologies has made it the world's leading manufacturer of pen tablets, interactive pen displays, and digital interface solutions. The advanced technology of Wacom's intuitive input devices has been used to create some of the most exciting digital art, films, special effects, fashion and designs around the world and provides business and home users with their leading interface technology to express their personality. [www.wacom.eu](http://www.wacom.eu)

## About X-Rite

X-Rite is the global leader in color science and technology. The Company, which now includes color industry leader Pantone, Inc., develops, manufactures, markets and supports innovative color solutions through measurement systems, software, color standards and services. X-Rite's expertise in inspiring, selecting, measuring, formulating, communicating and matching color helps users get color right the first time and every time, which translates to better quality and reduced costs. X-Rite serves a range of industries, including printing, packaging, photography, graphic design, video, automotive, paints, plastics, textiles, dental and medical. For further information, please visit [www.xrite.com](http://www.xrite.com).

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## Contact:

Marketing- & Sales-Team

Nik Software GmbH  
Hammerbrookstraße 93  
D-20097 Hamburg  
Germany  
Phone +49-40-471135-0  
Fax +49-40-471135-35  
[infoeu@niksoftware.com](mailto:infoeu@niksoftware.com)