

FOR IMMEDIATE RELEASE

Nik Software Announces Silver Efex Pro™ Update for Adobe® Photoshop® Lightroom® 2

Award-winning Silver Efex Pro now compatible with Adobe Photoshop Lightroom

Hamburg, April 8th 2009 - Nik Software announces today that Silver Efex Pro, its popular digital photographic plug-in offering the most advanced, complete, and straightforward black-and-white solution, is now available for Adobe Photoshop Lightroom 2.3 and higher. The update is available now as a free download to current owners of Silver Efex Pro.

“With Silver Efex Pro now joining Viveza and Color Efex Pro for Lightroom, three of our most powerful products offer photographers even more efficient ways to apply image enhancements seamlessly within Lightroom,” said Michael J. Slater president and CEO of Nik Software. “Our goal is to provide compatibility with popular photo applications such as Lightroom. Offering these free updates for Lightroom enables our users to continue their workflow using their favorite plug-in products regardless of which application they use.”

Silver Efex Pro 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. Once installed, Silver Efex Pro 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 everyday tasks, like the ability to edit multiple images in one session, saving time and increasing productivity for photographers.

About Silver Efex Pro

Silver Efex Pro uses a range of advanced imaging algorithms that protect against unwanted artifacts, a comprehensive collection of 18 emulated black-and-white film types, and a state-of-the-art grain engine that truly mimics the traditional silver halide process to create the highest quality black-and-white images possible from scanned or digital color photographs. Nik Software's patented U Point technology, also found in Silver Efex Pro, provides easy-to-use tools for direct on-image control of tonality, contrast, and structure. Precisely controlling specific areas of a photo can be achieved easily using just a few mouse clicks without the need to create complicated selections and layer masks. Silver Efex Pro combined with U Point technology offers users unprecedented control over selective tonal and contrast adjustment in black-and-white images. For more product information including video lessons visit: www.niksoftware.com/silverefexpro.

Working seamlessly within Photoshop, Lightroom and Aperture, Silver Efex Pro begins by presenting photographers with a basic “neutral” conversion of their color image to black-and-white. One-click adjustments can be made from a choice of nearly 30 preset styles from nostalgic processes like the ambrotype and tintype to classic artistic renderings, trendy high contrast, soft focus or grainy images that emulate the most popular film types and shooting styles.

This initial set of creative options can be used as is or as a starting point for photographers who wish to create and even share their own customized black-and-white styles. In addition, color filters, variable toning controls (includes sepia, selenium, split-toning and user-defined colors for maximum flexibility), vignettes, burning, and more only add to the number of advanced stylistic effects photographers will enjoy with Silver Efex Pro.

Nik Software also announces that all of its remaining photographic filter products are being updated to support Lightroom. The next plug-in will be Sharpener Pro 3.0. As these Lightroom-compatible versions become available, current owners will receive updates free of charge. All products as well as a Complete Collection Lightroom Edition are expected to be available by the end of the second quarter of 2009.

Pricing and Availability

The fully compatible Silver Efex Pro product, offering support for Adobe Photoshop, Lightroom, and Apple Aperture, is available immediately for electronic delivery directly from Nik Software (www.niksoftware.com) or through specialty camera retailers. A complete list of resellers may be found at www.niksoftware.com/resellers. Current owners of Silver Efex Pro may download a free update at www.niksoftware.com/lightroom.

The suggested retail price of Silver Efex Pro is € 199.95 (incl. VAT). Silver Efex Pro installs as a plug-in for Adobe Photoshop, Lightroom or Apple Aperture 2.1 and is available for Windows and Macintosh operating systems, including Vista and Leopard. For more information about Silver Efex Pro, including video tutorials showing the software running within Photoshop, Lightroom and Aperture and a free 15-day fully functional trial version, please visit www.niksoftware.com/silverefepro.

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[®] technology (www.upoint.com), Dfine[®], Viveza[™], Color Efex Pro[™], Silver Efex Pro[™], and Sharpener Pro[™] software.

#

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