



FOR IMMEDIATE RELEASE

## **Nik Software, Inc. Announces Professional Suite of Award Winning Digital Imaging Software Products**

*New Suite Bundles Nik Software's award-winning Nik Color Efex Pro™ 2.0, Nik Sharpener Pro™ 2.0 and Dfine® 1.0 software programs*

**Cologne, Germany – September 26, 2006** – Nik Software, Inc. announces today availability of its affordable new Professional Suite of digital imaging software products. This new suite bundles the complete versions of Nik Color Efex Pro 2.0, Nik Sharpener Pro 2.0 and Dfine 1.0 software products for PC and Mac users.

“With the introduction today of our new Professional Suite, it is now easier and more affordable than ever for photographers and digital artists to benefit from all that digital photography has to offer,” said Michael J. Slater, Nik Software, Inc.’s president & CEO. “By offering this complete array of digital imaging software products in one bundled package, users can now have every easy-to-use Nik Software Adobe® Photoshop® plug-in available to them to make the best possible final image.”

The Nik Professional Suite is available starting today at the Photokina trade show for \$449.00 (USD) representing a savings of over \$280.00 (USD) if purchased separately.

### **About Nik Color Efex Pro 2.0**

The award-winning Nik Color Efex Pro 2.0 photographic filters offer features and functionality that are designed to make creative digital photographic enhancements and digital photography not only easier, but better. Recognized as the leader in digital photographic filters, Nik Color Efex Pro 2.0 Adobe® Photoshop® plug-ins provide photographers with a wide range of filters and effects that make enhancing and transforming digital images better than ever.

### **About Nik Sharpener Pro 2.0**

Nik Sharpener Pro 2.0 provides the easiest way for photographers and digital artists to optimally sharpen their digital images and achieve the best possible detail in their final prints. As a plug-in to Adobe® Photoshop® and other image editing applications, Nik Sharpener Pro 2.0 is the perfect addition to a photographer’s digital workflow. Nik Sharpener Pro 2.0 replaces the need for complicated and impractical sharpening methods currently available within most image editing applications, and takes into consideration all of the key elements of a printed image in order to provide photographers with optimal sharpening.

### **About Dfine 1.0**

Dfine 1.0, a Photoshop plug-in, provides a wide range of options for reducing noise and optimizing detail in digital images. Using an easy-to-use four-step process, users can choose to reduce varying types of noise and artifacts including luminance noise, chrominance noise, and JPEG artifacts. Photographers can also use a variety of features in Dfine to enhance color and contrast in a digital image while considering the effects of the noise reduction process.

Dfine targets noise and unwanted imperfections that may be a part of an image and allows the user to control and redefine image details, perform noise reduction, JPEG artifact reduction, and enhance color and light to create better photographic prints.

Additionally, by utilizing one of the optional Camera Profiles, Dfine uses a unique and powerful system that enables photographers to reduce noise generated in their digital camera through the software's camera profiling system. Each camera profile combines a powerful noise controlling function that works in conjunction with the camera's characteristics by drawing a detail-to-color correlation in the image.

**About Nik Software, Inc.**

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®, Nik 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. For more information contact Nik Software at (888) 284-4085 or visit Nik Software at [www.niksoftware.com](http://www.niksoftware.com).

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