



Software

Photography first.

FOR IMMEDIATE RELEASE

## **Nik Software Announces Silver Efex Pro™ for Creating Powerful Black-and-White Images**

***New plug-in for Photoshop® and Aperture™ incorporates proprietary U Point® Technology for precise selective tonal and contrast control***

San Diego, CA - July 10th, 2008 - Nik Software today announced the new Silver Efex Pro photographic plug-in for use with Adobe® Photoshop® and Apple® Aperture™, the most advanced, complete, and straightforward black-and-white solution. 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 silver halide process and creates the highest quality black-and-white images possible from scanned or digital color photographs.

With Nik Software's patented U Point technology, 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 many photographers, black-and-white is their preferred outlet for creative expression. Previously available tools often required acceptance of a one-size-fits-all solution or complex conversion techniques and endless fine tuning,” said Michael J. Slater president and CEO of Nik Software. “Silver Efex Pro is truly a comprehensive and easy to use software product that is specifically designed to address the challenges that photographers face when converting images to black-and-white.”

Working seamlessly within Photoshop 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 over 20 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, and more only add to the number of advanced stylistic effects photographers will enjoy with Silver Efex Pro.

Additional sliders for global brightness, contrast, and structure, as well as Smart Filter compatibility within Photoshop and multi-image support in Aperture provide the ultimate level

-more-

of control. With U Point powered Control Points photographers have the flexibility to specifically fine tune tonality, contrast, and structure and create stunning black-and-white images.

### **Pricing, Availability, & Promotion with Gekko-brand Fine Art Papers**

Silver Efex Pro is available now for electronic delivery directly from Nik Software ([www.niksoftware.com](http://www.niksoftware.com)). Boxed versions will be available from Nik Software and through specialty camera retailers in August 2008. A complete list of resellers may be found at [www.niksoftware.com/resellers](http://www.niksoftware.com/resellers).

Through September 15<sup>th</sup>, 2008, every copy of Silver Efex Pro sold in North America will include a free sample pack of the Gekko Fine Art Collection of papers from Pictorico. Designed especially for black-and-white prints and for use with inkjet printers, the sample pack has a retail value of \$15.99 and includes two sheets each of 4 paper types: Gekko Green (Glossy) winner of the 2008 DIMA Award for best black-and-white print from a color inkjet printer; Gekko Blue (Luster); Gekko Red (Cotton); and Gekko Black (Matte).

The suggested retail price of Silver Efex Pro is \$199.95. Silver Efex Pro installs as a plug-in for either Adobe Photoshop 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 and Aperture and a free 15-day fully functional trial version, please visit [www.niksoftware.com/silverefexpro](http://www.niksoftware.com/silverefexpro).

### **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](http://www.upoint.com)), Dfine®, Viveza™, Color Efex Pro™, Silver Efex Pro™, and Nik Sharpener Pro™ software.

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