



Software

Photography first.

FOR IMMEDIATE RELEASE

## Nik Software Announces Silver Efex Pro™ Now Available Nationally Through Photographic Retailers

*New plug-in for Photoshop® and Aperture™ creates powerful black-and-white images; for a limited time bundled with GEKKO Fine Art Collection of inkjet media from Pictorico*

San Diego, CA - August 1, 2008 - Nik Software today announced that Silver Efex Pro, its highly acclaimed new photographic plug-in for creating powerful black-and-white images, is now available for sale through specialty camera resellers nationwide. Through September 15, 2008, Nik Software's Silver Efex Pro will come bundled with a free sample pack of GEKKO Fine Art Media from Pictorico.

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. The product also takes advantage of Nik Software's patented U Point® technology for precise selective editing and direct on-image control of tonality, contrast, and structure.

"Silver Efex Pro is truly a comprehensive and easy to use software product that is specifically designed to produce the highest possible quality black-and-white images," said Michael J. Slater president and CEO of Nik Software.

Early reviews of Nik Software's Silver Efex Pro have stated:

- "Clearly the top tool in its class. Highly recommended."—Uwe Steinmueller, Digital Outback Photo
- "Watch out—Silver Efex Pro is addictive!"—Micah Walter, O'Reilly Digital Media
- "Silver Efex Pro is the most powerful and intuitive plug-in I've ever worked with for black and white imaging."—Jon Canfield, PhotographyBlog
- "Silver Efex Pro is incredible; really, just perfect!"—Joseph & Louise Simone, professional photographers
- "Silver Efex Pro gives me control just like the black and white images that made me fall in love with photography. The only thing missing is the smell of fixer and stop bath!"—Vincent Versace, professional photographer

Bundled for a limited time with Nik's Silver Efex Pro, the GEKKO Fine Art Media from Pictorico has been designed especially for black-and-white prints using a patented microporous coating technology for outstanding image clarity and quick ink absorption for use with inkjet printers. The free sample pack included has a retail value of \$15.99. The pack includes two sheets of each paper type: GEKKO Green, 2008 winner of the DIMA Award for best black-and-white print from a

-more-

color inkjet printer (Glossy); GEKKO Blue (Luster); GEKKO Red (Cotton); and GEKKO Black (Matte).

### **Pricing & Availability**

Silver Efex Pro is available now through specialty camera retailers or directly from Nik Software ([www.niksoftware.com](http://www.niksoftware.com)). A complete list of resellers may be found at [www.niksoftware.com/resellers](http://www.niksoftware.com/resellers).

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.

### **Contact**

**Tony Corbell**  
Nik Software, Inc.  
619.725.3150  
[tcorbell@niksoftware.com](mailto:tcorbell@niksoftware.com)

**Steve Rosenbaum/Leigh Nofi**  
S.I.R. Marketing Communications, Inc.  
631.757.5665  
[sir@sironline.com](mailto:sir@sironline.com)

**Bill Szyper**  
Mitsubishi Imaging, Inc. (U.S. distributor for Pictorico)  
914-925-3596  
[bszyper@mitsubishiimaging.com](mailto:bszyper@mitsubishiimaging.com)

###