

## Nik Software Announces Viveza® 2 for Adobe® Photoshop®, Lightroom® & Apple® Aperture™

*Now offers a complete range of new and powerful selective and global adjustments for fast and efficient photo editing*

New York, NY (PhotoPlus Expo Booth #766) – October 22, 2009 – Nik Software announces today Viveza 2, an upgrade to its award winning and revolutionary plug-in for selective color and light control. Available in December, Viveza 2 now offers users robust global adjustments and precise selective controls that utilize Nik Software’s award-winning U Point® technology. Viveza 2 eliminates the need to create complicated selections or layer masks and provides a powerful solution for users looking to save time and effort when editing images.

“New global image controls added to Viveza’s powerful selective editing capabilities now enable users to quickly and easily perform virtually all of their color and light adjustments within a single step,” said Michael J. Slater president and CEO of Nik Software. “New features such as shadow recovery, structure control, increased precision of selections, and user interface improvements together give users ultimate control, enabling truly spectacular results.”

Viveza 2, powered by Nik Software’s patented U Point technology, is the most powerful and precise tool available to globally and selectively control light and color in photographs. With U Point technology, users can quickly select areas of an image to adjust by pointing and clicking and then using simple to use sliders to adjust brightness, contrast, saturation, structure, red, green, blue, hue, and warmth in a fraction of the time needed by other tools.

### Key features of Viveza 2 include:

- Powerful Color Control Points, enabling precise selective control of color and light
- New global image adjustments
- New and powerful levels and curves adjustments
- New shadow recovery—global or selective
- New fine detail structure enhancements
- Improved color rendering and increased precision of selections
- Improved timesaving user interface, including improved slider controls, slider favorites, multiple zoom states, keyboard nudging, grouped Color Control Points, and multiple undo levels
- Smart Filter support (Photoshop only)
- Selective Brush tool (Photoshop only)
- Multi-image support (Lightroom and Aperture only)
- New 64-bit support on Microsoft Windows

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### Pricing and Availability

Nik Software's Viveza 2, offering support for Adobe Photoshop, Lightroom, and Apple Aperture, will be available via electronic and boxed delivery directly from Nik Software ([www.niksoftware.com](http://www.niksoftware.com)) or through specialty camera retailers. A complete list of resellers may be found at [www.niksoftware.com/resellers](http://www.niksoftware.com/resellers).

Viveza 2 retails for \$199.95. Customers that already own Viveza can upgrade for \$99.95. Customers who have purchased Viveza after September 22, 2009 will be eligible for a free upgrade to Viveza 2.

To watch a video introduction of Viveza 2 and to sign up to be notified when the software is available, please visit [www.niksoftware.com/viveza2](http://www.niksoftware.com/viveza2).

### 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<sup>®</sup> technology ([www.upoint.com](http://www.upoint.com)), Dfine<sup>®</sup>, Viveza<sup>®</sup>, Color Efex Pro<sup>™</sup>, Silver Efex Pro<sup>™</sup>, and Sharpener Pro<sup>™</sup> software.

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