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Nik Software Announces Viveza™—U Point® Technology Powered Software for Adobe® Photoshop®

New plug-in provides the most powerful, precise, and easy way for photographers to selectively control and adjust the color and light in their digital images

Las Vegas, NV - January 30, 2008 (PMA 08, Booth #L161) - Nik Software, Inc. announces today Viveza, the latest addition to its line of award-winning photographic plug-ins for Adobe Photoshop and Photoshop Elements. Nik Software's Viveza is a powerful and intuitive software tool designed to enable photographers of all skill levels to precisely select and control the light and color in photographic images while working within Photoshop.

By incorporating Nik Software's revolutionary U Point technology (www.upoint.com), Viveza provides easy-to-use methods for correcting and enhancing images without the need to create complicated selections or layer masks or have expert-level knowledge of Adobe Photoshop. U Point is the core technology that powers Viveza and brings Photoshop users unprecedented efficiency and control for editing digital images. To make adjustments to an image, users simply place U Point powered Color Control Points directly on colors or objects in an image (such as sky, skin, grass, etc.) then adjust easy-to-use sliders for brightness, contrast, color and more. Viveza automatically selects objects and creates masks based on where the user places a Color Control Point. By working directly on the image, powerful selective enhancements can be accomplished in a fraction of the time needed by using other methods.

"When attempting to selectively edit images, photographers typically face the challenge of isolating the color or object they want to enhance and then need to ensure the selective enhancements look natural," said Michael J. Slater, president and CEO of Nik Software. "At the heart of Viveza is our U Point technology, which uniquely addresses these challenges and provides Photoshop users with a full range of capabilities for selectively controlling color and light," Slater concluded.

With Nik Software's Viveza plug-in, photographers are able to do more to improve the overall quality of their images and address image editing tasks that are too complex or simply not possible with other tools. For more information about Viveza, including an introductory video, please visit www.niksoftware.com/viveza.

Key Features

Color Control Points - U Point technology incorporated into Viveza brings a new level of precision and efficiency to photographic image editing. Users easily control an image's color, light and tonality with Color Control Points. Simple-to-use sliders let users quickly adjust brightness, contrast, saturation, red, green, blue, hue, and warmth, providing ultimate mastery over digital images. Enhancements are automatically and naturally blended throughout the image for spectacular results.

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Smart Filter Support - Viveza is compatible with Adobe Photoshop's Smart Filter feature which permits users to fine-tune enhancements after they've been applied, without adding additional layers.

Powerful Selective Tool - Viveza's Selective Tool allows users to brush any light and color changes into their image using Photoshop's brush tools. Layers and masks are created automatically, enabling users to quickly and easily apply any filter selectively. For added control and fine detail adjustments, Viveza also supports pressure-sensitive features optimized for Wacom® Pen Tablets.

Pricing and Availability

Nik Software's Viveza™ will be available directly from Nik Software (www.niksoftware.com) and specialty camera retailers in North America in the first quarter of 2008. A complete list of resellers may be found at www.niksoftware.com/resellers. The suggested retail price of Viveza is \$249.95. Viveza installs as a Photoshop or Photoshop Elements plug-in and will be available for Windows and Macintosh operating systems, including Vista and Leopard.

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, Dfine®, Viveza™, Color Efex Pro™, and Nik Sharpener Pro™ software.

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