



## Press Information

### **nik multimedia, Inc. Licenses its Technology to COKIN Filters SA**

Top Digital Photographic Filter Developer & Creative Filter Inventor  
Form Strategic Alliance

#### **Orlando, Florida PMA International Trade Show - February 9, 2001:**

nik multimedia, Inc. announces the licensing of its award-winning, digital photographic filter technology to COKIN Filters of France. COKIN Filters will license selected technologies from nik multimedia to develop and offer the COKIN line of filter products in digital format. The agreement with COKIN Filters will provide COKIN with the capabilities for producing traditional photographic filters in digital format and offering them to its worldwide customer base.

"The emergence and growth of the digital photography market offers tremendous opportunities and applications for our technologies, says Michael Slater, President and CEO of nik multimedia, Inc. "There are inherent advantages to using our technology to enhance images and create quality photographic enhancements. We are pleased to offer our technology to professionals and photographic enthusiasts world-wide via the COKIN Digital products."

#### **Award-Winning Digital Filter Technology**

Recognized as one of the leading digital imaging filter developers, nik multimedia has developed an array of proprietary technologies incorporated into professional photographic and digital imaging tools. The Company's technologies have been recognized by professional photographic, design and print industry publications, receiving Editor's Choice Awards from magazines such as American Photo, PC Photo, and Outdoor Photographer Magazine. Its products have also been recognized as a "Top 10 Pick" for the year from Digital Camera Magazine in its 2001 Buyer's Guide, and received accolades from industry magazines such as Studio Photography & Design, Adobe® Magazine, digital Foto, Photoshop® User, and Micro Publishing News.

nik multimedia products are used by a wide variety of top professional photographers, studios, and artistic institutions, including Fox Studios, the National Gallery of Art, NBC Studios, the Smithsonian, Jody Dole Studio, Apple Computer, Dancing Icon, Inc. of New York, and the



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Rochester Institute of Technology. The new COKIN Digital filter products will be available as Adobe® Photoshop® compatible plug-ins and offered in several languages for both Mac® and Windows® computer systems. COKIN Filters estimates their product will be available to consumers in the second quarter of 2001. Terms of the licensing deal were not disclosed.

### **About COKIN Filters**

COKIN Filters is the worldwide leader and manufacturer of high quality optical photographic, video and broadcast filters and related products. COKIN products are offered in various formats to photographic, video, and movie markets and are available worldwide via distribution in over 110 countries and distributed exclusively in the USA and Canada by Minolta Corp. COKIN products can be found nation-wide through a variety of photographic shops and professional outlets. COKIN Digital products will also be available worldwide and sold exclusively through the COKIN network of distributors and retailers.

### **About nik multimedia, Inc.**

nik multimedia, Inc. is a privately held software corporation with offices in San Diego, California, and Hamburg, Germany. Founded in 1995, nik multimedia was acquired by The TECHnik Group and later launched as a wholly owned division of The TECHnik Group in late 1998. The wide market acceptance of its technology and the overall growth of the Company in the ensuing years recently lead The TECHnik Group to spin off its expanded software division, forming nik multimedia, Inc. with headquarters in San Diego, CA, and its European subsidiary nik multimedia, Europe, located in Hamburg, Germany. (See nik multimedia press release dated February 9, 2001 for more information on the nik multimedia expansion.)

nik multimedia offers 6 software products marketed in the photographic and graphic design industry. The Company's software is sold in several markets worldwide, and currently offered in English, German, and Japanese language versions. For more information, contact Ed Sanchez of nik multimedia, Inc. at (619) 725-3150 or via email at [esanchez@nikmultimedia.com](mailto:esanchez@nikmultimedia.com).