



## Press Information

### nik Color Efex Pro! Now Available!

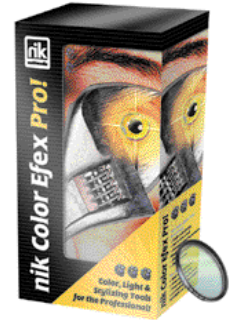
**San Diego, CA, July 2000 :** It's clear that The TECHnik Group is not content to sit on its laurels with its nik multimedia product line. The release of its award-winning nik Color Efex™! (standard version) left the company with the challenge of making a follow-up "Pro" version that is not just bigger, but better. nik Color Efex Pro™! is exactly that, taking digital photographic and design filters to a new level with more filters, more features and greater control.

With its collection of 55 digital filters, nik Color Efex Pro™! adds 21 new filters to the standard release, along with tools for increased functionality, power, and control for image enhancement.

Users can now not only work in various color modes, such as RGB, CMYK, Lab, and grayscale modes, but also take advantage of an entirely new Advanced Color Treatment System. This significant advance in color treatment provides users with consistent and better color values for all filters in the collection, regardless of the color mode in which the user works.

The nik Color Efex Pro™! Sunshine filter offers added power and features, offering more advanced light calculations and prefilters. This amazing filter brightens images by digitally enhancing light paths which lie below the visual threshold in the original image. The Sunshine filter in nik Color Efex Pro™! takes full advantage of the Advanced Color Treatment System and gives the user control over color, light, and contrast in the image.

The 21 new filters include many user-requested filters, such as Polarization, Skylight, and Infrared filters. The addition of user-defined bicolor and user-defined graduated filters now allow users to create custom color-defined filters.





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For added ease and accuracy, nik Color Efex Pro™! also offers the option of adjusting the settings via sliders or the keyboard using numeric values. The new Save and Load option allows users to quickly return to optimal settings for an image.

For a better view of the enhancements, nik Color Efex Pro™! contains a larger, "zoomable" preview window with a real-time update function.

Designers and artists that appreciate unconventional effects will enjoy the additional category of nik Abstract Efex, providing stylizing effects from sabatier to chiaroscuro.

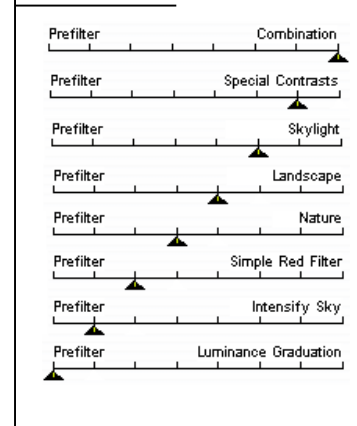
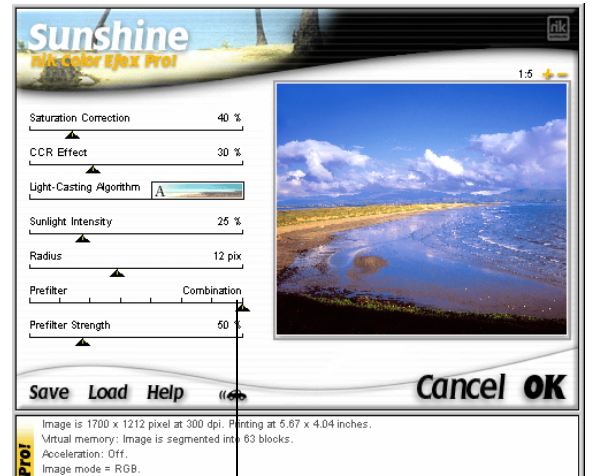
### The New Sunshine Filter

The Sunshine filter in nik Color Efex Pro™! offers expanded functionality using new and advanced color calculations, contrast adjustments, light-casting adjustments, and an advanced prefiltering system. Together these features provide even more power for adding light to images.

The prefiltering process in the "Pro" Sunshine filter illustrates one aspect of the filter's power and versatility. Eight (8) prefiltering options are provided in the

nik Color Efex Pro™! Sunshine filter. These settings all draw on the capabilities of the Advanced Color Treatment System to provide additional power and versatility.

When enhancing an image, the Sunshine filter prepares the image by applying a prefilter first, focusing on pre-treating the image to enhance certain characteristics. Once the image is prefiltered, the Light-Casting Algorithm (the application of the "Sunshine") is applied.





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Selecting a prefilter first allows the user to observe how the image is pre-treated and how focal characteristics are affected. As images vary in their presence of light, color, and contrast, an appropriate prefilter should be determined based on the characteristics of the image and the desired enhancements.

### Prefilter Settings

Many images contain light haze or shade, or even color obscurities. In these cases the Skylight prefilter setting may be appropriate. The Skylight prefilter, for example, utilizes a special version of the full "Pro" version Skylight filter. Using this Prefilter in the pretreatment process, the Sunshine filter opens up light and color in an image.

Photos with landscape scenery often contains foliage as well as sky scenery. In cases such as this, users may choose a Landscape or Special Contrast prefilter to enhance the foliage, or select Intensify Sky to bring out the blues in the horizon. But in many cases of combined characteristics, such as this, the Combination prefilter may be appropriate as this prefilter will enhance both the contrast in the foliage and enhance the sky (using a select prefilter combination) before adding "Sunshine" to the image.

The Prefilter Strength setting allows the user to control the prefiltering process further, adjusting the degree to which the image is pre-treated with the prefilter before the Light-Casting effect is applied.

So what has not changed in nik Color Efex Pro™! ? The program's incredible ease-of-use and its illustrated on-line help for each filter. And for those who want to step up from nik Color Efex!™ (standard) to nik Color Efex Pro™! , The TECHnik Group is offering a direct upgrade to registered users, paying only the cost differential between the two versions.

### Real-Time Preview

With the Real-Time Preview Update function, image changes can be viewed in the Preview window as you make them.

**PC Version:** Hold the right mouse button (instead of the left) when adjusting a filter parameter.

**MacOS Version:** Hold the Command key down while adjusting the slider.



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nik Color Efex Pro™! is available for both MacOS and Windows 95/98/2000/NT for a suggested retail price of \$299.95. nik Color Efex!™ (standard) is also available for MacOS and Windows 95/98/2000/NT for a suggested retail price of \$139.95.