



Press Information

nik multimedia, Inc. Releases Its Award-Winning nik Color Efex Pro! Digital Photographic Filters in Four New Sets

New York, NY Photo Plus Expo East – November 1, 2001: nik multimedia, Inc. announces the release of new products that provide its award-winning digital photographic filter collection in smaller subsets of its complete nik Color Efex Pro! software product. These new smaller "sets" contain selected filters from a broad range of filters found in the company's popular nik Color Efex Pro! Complete Collection.

The new sets address specific needs for varying types of photography, ranging from studio to fine art, and provide quality image enhancement solutions for photographers and photo-enthusiasts of all skill levels.

Digital Filter Sets for all Types of Images

Responding to numerous requests for specific types of filter selections, nik multimedia has created these smaller, targeted, and more affordable filter subsets that are being offered at prices starting at \$69.95 (suggested retail price). Professionals, photo-enthusiasts, and consumers can now purchase either the Complete Collection of nik Color Efex Pro! filters, or the new individual filter sets based on the type of images that they produce or the desired photographic enhancements.

The Photo Classic Set provides the most dynamic set of filters for enhancing nearly any type of photograph, using filters like the critically acclaimed Sunshine filter, Skylight filter, and the Graduated Sky Blue filter. Add "Sunshine" to an image with the Sunshine filter and choose the manner in which light is cast within the image and how the image will be pretreated for optimal light and color enhancements. Quickly warm skin tones with the Skylight filter, taking advantage of its ability to adapt to color in the image automatically. The Graduated User Defined filter in the Photo Classic Set allows users to create an endless number of fully rotating graduated filters for enhancing sky scenery, making foreground image enhancements, and even casting directional light in a photo. (A list of individual filters and their functions for all filter sets can be found in the attached Filter Description Lists).

nik Color Efex Pro! Photographic Filter Sets

- The Photo Classic™ Set
- The Photo Design™ Set
- The Classic/Design Bundle
- The Photo Artistic™ Set
- The Photo Abstract™ Set

Photo Classic Set Filters

- Brilliance/Warmth
- Graduated Blue 220h
- Skylight
- Lighten Center
- Darken Center
- Sunshine
- Contrast Red
- Contrast Green
- Graduated Sky Blue 201h
- Graduated Orange 32h
- Graduated Blood Red 354h
- Graduated Dark Blue 213h
- Graduated Gray 0h
- Old Photo
- Classical Blur
- Graduated 33h Coffee
- Graduated User Defined
- Monday Morning
- Graduated 94h Moss



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The Photo Design Set also offers filters with a wide range of enhancements, providing filters for professional portraits and outdoor photography, while also including popular easy-to-use enhancements for avid amateurs.

The Photo Design Set includes the revolutionary rotating Polarization filter, which creates crisp blue skies in sky scenery while defining certain shadows and highlights, requiring the user only to adjust the strength and rotation of the filter. The Midnight filter can also be used for portraits and outdoor images as it controls light to soften image detail while controlling light in an indoor photo, and creating a diffused "midnight" glow in outdoor and similarly lit images. The B/W Conversion filter in the Photo Design Set enables users of all skill levels to create professional conversions from color to black and white, while controlling color depth, shadows, and tonality in the image.

The Classic Design Bundle which combines the Photo Classic and the Photo Design Sets offers a well-rounded photographic filter set for anyone who works with varying types of images and wants to perform a wide range of innovative and conventional photographic enhancements.

The Photo Artistic Set offers a range of creative photographic filters for those who like traditional film and conventional photographic enhancements. Filters like the Graduated Orange filter create dramatic sunsets, providing extraordinary control over the enhancement with a fully rotational and vertical shift adjustment to fine-tune the enhancement in the individual photo.

The Photo Artistic Set also offers a variety of filters to stylize an image with traditional sepia effects. The Color Stylizer provides control over all colors in an image and their relationship to one another for powerful stylizing effects. The Monday Morning Sepia and Midnight Sepia filters provide effects for introducing sepia tones while controlling either existing light or the introduction of photographic grain in the image. For adding a touch of sunlight, the Sunshine (quick) filter offers a quick solution for adding light.

Photo Design Set Filters

- Brilliance/Warmth
- Polarization
- Contrast Only
- Midnight Blue
- Midnight
- Pastel
- B/W Conversion
- Duplex
- Contrast Cyan
- Contrast Magenta
- Contrast Blue
- Contrast Yellow
- Bicolor Violet Pink
- Graduated Warm Yellow 38h
- Graduated Red 355h
- Monday Morning Blue

Photo Artistic Set Filters

- Brilliance/Warmth
- Monday Morning Sepia
- Bicolor User Defined
- Color Stylizer
- Duplex
- Solarization
- Ink
- Midnight Violet
- Midnight Green
- Midnight Sepia
- Old Photo
- Bicolor Brown
- Bicolor Moss
- Sunshine (quick)
- Graduated Yellow 51h
- Graduated Orange 32h



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The Photo Abstract Set was assembled for those looking to create more abstract artistic creations. This photographic filter set is perfect for creating abstract and artistic versions of the original image.

The Solarization filter offers the most comprehensive digital version of this original darkroom technique, providing six diverse methods of solarization, while allowing users to control the elapsed time of the effect, just as it is done in the darkroom. An Infrared filter in the Photo Abstract Set simulates a heat-sensitive camera view, and the Saturation to Brightness filter allows users to accentuate color for dramatic enhancements, or for creating surreal images.

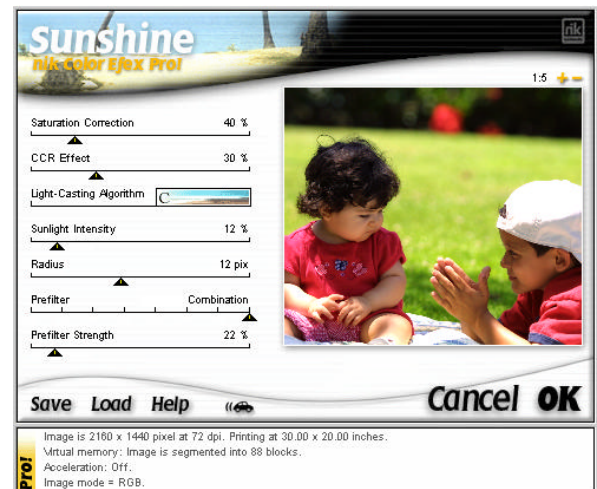
Intelligent, Advanced Color Treatment for Natural Image Enhancements

nik Color Efex Pro! and its Advanced Color Treatment system approaches color and light enhancements differently than image-editing applications alone. Using a system that considers the critical aspects of photography (color, light, tonality, and shadows), this Advanced Color Treatment system takes into account the natural photographic characteristics of each image for optimal enhancements.

"Our concept for creating image enhancements is admittedly a bit different than traditional image-editing techniques," says Nils Kokemohr, Chief Technology Officer for nik multimedia, Inc. "While image-editing applications (such as Adobe® Photoshop®) provide for digital enhancements through very specific mathematical functions and manipulations, we have always questioned whether 'nature' sees color and light in such strict mathematical terms. By employing a system which analyzes, interprets, and adjusts images based on how 'nature' might treat existing color and image information, our Advanced Color Treatment system provides for more natural and photographic image enhancements," he explains.

Photo Abstract Set Filters

- Brilliance/Warmth
- Infrared
- Remove Brightness
- Pop Art
- Saturation to Brightness
- Weird Lines
- Stairs
- Weird Dreams
- Solarization
- Monday Morning
- Monday Morning (Violet)
- Contrast Only
- Pastel





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An important aspect of the nik Color Efex Pro! Advanced Color Treatment system is its adaptability to each image. Images are treated differently based on the existing, light, colors, and overall characteristics of the image, allowing this system to provide enhancements based on each image and its photographic qualities.

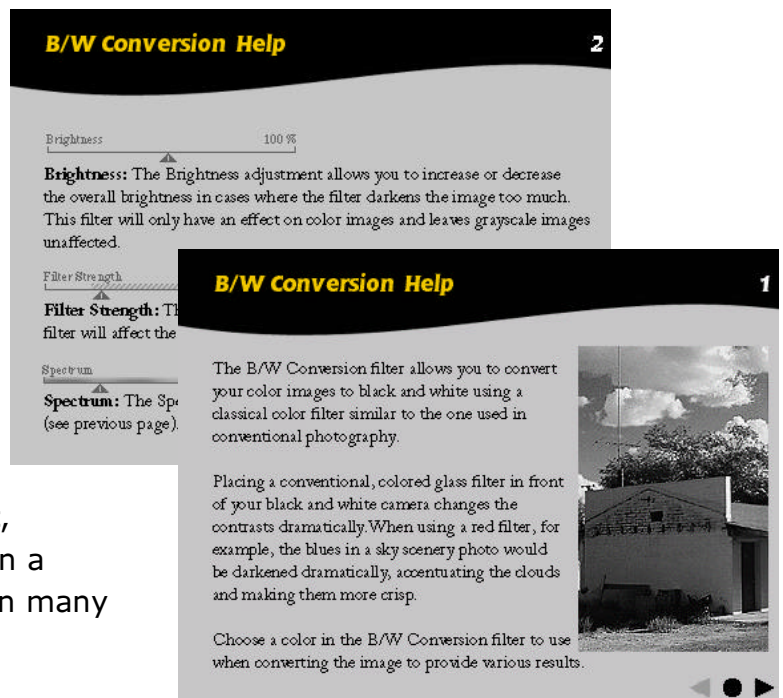
The Skylight filter and its adaptive nature, for example, warms skin tones in a portrait based on the existing light and color in the image. When used on an outdoor image that was taken under bright blue skies, the Skylight filter acts as a tool for removing blue cast. Similarly, the Polarization filter can serve to enhance a blue horizon in a sky scenery photo, while when it is applied to landscape scenery, only foliage and certain shadows may be affected.

Making Digital Photography Easier

Many photographers and photo-enthusiasts are hesitant to embrace digital because of the perceived steep learning curve associated with digital photography. nik Color Efex Pro! solves this for the vast majority of professionals and consumers, offering leading edge technology that is both powerful and familiar.

"nik Color Efex Pro! filters provide an easy-to-use and user-friendly solution for anyone who takes digital pictures or scans and edits digital images," says Michael Slater, President and CEO of nik multimedia, Inc. "Anyone can take nik Color Efex Pro! filters and perform specific, professional photographic enhancements in a matter of minutes without needing to learn many complex image-editing techniques."

With nik Color Efex Pro!, users can even learn to see potential enhancements in their photos before taking them, knowing that they can easily add "Sunshine," create an "Old Photo," or simply add the right amount of light or color after the picture has been taken.





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And for those just entering the digital world, all nik Color Efex Pro! filters not only include illustrated help files, but each set also includes a new full-color user guide and instructional booklet that offers quick lessons, techniques, and even step-by-step instructions for applying the various filters.

Award-winning Technology

nik Color Efex Pro! has been widely recognized as the leader in digital photographic filters by photographic and design publications world-wide.

Receiving recognition and awards from publications such as Popular Photography, eDigital Photo, Mac Directory, Creativepro, and Mac Design Magazine, the entire collection of nik Color Efex Pro! filters are rapidly becoming the tools of choice for professionals and photo-enthusiasts alike.

Among other awards, nik Color Efex Pro! was given an Editor's Choice Award from PC Photo Magazine, a Five-Star Review from PhotoshopUser Magazine, and chosen as a Top Ten Software Pick in the Digital Camera Magazine Buyer's Guide for 2001.

Compatibility

nik Color Efex Pro! filters are compatible with a variety of image-editing host applications including Adobe® Photoshop® , Photoshop® LE, Photoshop® Elements, PhotoDeluxe® , Jasc® Paint Shop Pro® , Ulead® PhotoImpact® , and any other 100% Adobe® Photoshop® compatible plug-in image-editing host application.

nik Color Efex Pro! filters are compatible with Windows 95/98/SE/ME/XP/2000 and Mac OS 8.x and 9.x systems.

nik Color Efex Pro! Awards

PC Photo Magazine
Editor's Choice Award

PhotoshopUser Magazine
Five Star Award

Mac Design Magazine
Five Star Award

Digital Camera Magazine
Top 10 Software Pick

Mac Directory Magazine
Five Stars Award



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nik Color Efex Pro! Suggested Retail Pricing

nik Color Efex Pro! filters are now offered in six packaged products.

Product	Total Filters	Suggested Retail
nik Color Efex Pro! Photo Classic Set	19	\$109.95
nik Color Efex Pro! Photo Design Set	17	\$99.95
nik Color Efex Pro! Classic/Design Bundle	35	\$199.95
nik Color Efex Pro! Photo Artistic Set	16	\$79.95
nik Color Efex Pro! Photo Abstract Set	13	\$69.95
nik Color Efex Pro! Complete Collection	55	\$299.95

About nik multimedia, Inc.

nik multimedia, Inc. is a privately-held company founded in 1995 to provide innovative software solutions for the emerging digital imaging, photographic, and graphic design markets. Acquired in 1998 by The TECHnik Group and later re-launched as a separate software development company, nik multimedia, Inc. focuses on the development of a variety of applications for the photography, graphic design, pre-press/publishing, and the scientific imaging, and web publishing markets. nik multimedia, Inc. is headquartered in San Diego, California with its European office in Hamburg, Germany.

nik Color Efex Pro!, Photo Classic, Photo Design, Photo Artistic, and Photo Abstract are trademarks of nik multimedia, Inc. Adobe and Photoshop are registered trademarks of Adobe Systems Incorporated.

Items Attached

Detailed Filter Description List

Additional Items Available

Print Ready Sample Images
Interface Graphics & Logos

Print Ready Product Box Shots
Evaluation (NFR) Product Software

Please contact: Edward Sanchez
nik multimedia, Inc.
(619) 735-3150
esanchez@nikmultimedia.com