



Press Information

nik multimedia, Inc. Announces OS X Product Availability

Award-winning Product Demos Shipped with Adobe Photoshop 7.0

SAN DIEGO, CA – June 13, 2002: nik multimedia, Inc. today announced the availability of Mac OS X versions of the company's award-winning nik Sharpener Pro and nik Color Efex Pro plug-in software for Adobe® Photoshop®. Demo versions of the company's nik Color Efex Pro digital photographic filters are included on the Adobe® Photoshop® 7.0 CD for all versions, including Mac® OS X.



Any Mac OS X Upgrade

Only \$19.95

nik Color Efex Pro and nik Sharpener Pro have received many industry accolades and editorial awards from magazines including American Photo, Outdoor Photographer, PC Photo, Mac Design, Micro Publishing News, Digital Camera, Shutterbug, and PhotoshopUser. The company's latest Adobe Photoshop plug-in release penPalette is also available in a native OS X version.

"A Mac OS X and Photoshop 7.0 upgrade combination is probably one of the most important Macintosh upgrades ever", says Michael Slater President and CEO of nik multimedia, Inc. "Photoshop users are quickly upgrading to OS X, and we want to make sure that nik multimedia products are part of their upgrade. A low upgrade fee is one way for us to make this easy and support those who make this transition".

nik multimedia is making upgrades to its award-winning products available to registered users for a flat fee of \$19.95 for U.S. customers, (\$34.95 for Canadian customers). The upgrade fee covers shipping and handling and applies to an order shipment. Customers who upgrade both nik Color Efex Pro and nik Sharpener Pro pay only one \$19.95 fee. The shipping and handling fee is waived for registered users who purchased their product after March 1, 2002. Upgrades may be ordered by calling nik multimedia customer service toll free at 1-888-284-4085, Monday through Friday from 8:30 AM to 5:00 PM (PST).

- More -



Press Information

penPalette™ - Selectively Apply Filters with Photoshop & OS X

The company's latest Adobe Photoshop plug-in release penPalette is also available in a native OS X version. The release of penPalette was announced in February at the PMA International Show 2002 in Orlando Florida. penPalette is the first software product that enables users to selectively apply a wide variety of digital photographic filters to an image using the pressure sensitivity of the Wacom graphics tablet. penPalette also enables pressure sensitive selective sharpening with its nik Sharpener Pro software. OS X versions nik Color Efex Pro and nik Sharpener Pro can be loaded directly into penPalette, providing a seamless solution for selective filter application. penPalette is bundled with the Wacom Intuos and Cintiq line of graphics tablets and also available directly from nik multimedia.

nik Color Efex Pro digital photographic filters for OS X provide professional and easy-to-apply photographic enhancements, requiring little or no digital photographic experience. nik Color Efex Pro contains 55 photographic filters, including filters such as Sunshine, Polarization, Skylight, and Infrared. nik Color Efex Pro filters are available in six different filter sets.

nik Sharpener Pro is the most award-winning sharpening software available, providing the most accurate and easiest method for sharpening digital images. Three versions are available including nik Sharpener Pro Home, nik Sharpener Pro Inkjet, and nik Sharpener Pro.

About nik multimedia, Inc.

nik multimedia, Inc. develops the leading software products for digital photography used by a wide range of photographic consumers ranging from first-time picture takers to the photographic industry's top professionals. nik multimedia produces the award-winning nik Color Efex Pro™, nik Sharpener Pro™, and penPalette™ software, which have become the leading software plug-in products for digital photography and imaging professionals. nik multimedia, Inc. focuses on the development of a variety of applications for the photography, graphic design, pre-press/publishing, scientific imaging, and web publishing markets.

- More -

penPalette

penPalette (Sugg. retail)..\$ 99.95
Includes 8 photo-retouching filters, supports nik Color Efex Pro and nik Sharpener Pro products

penPalette.....\$ 49.95
Same as above. Discount for registered owners of any Wacom graphics tablet.

> [Product & upgrade info penPalettetools.com](#)

nik Color Efex Pro!

Complete Collection.....\$299.95
55 filters

Photo Classic Set.....\$109.95
19 filters

Photo Design Set.....\$ 99.95
17 filters

Classic/Design Bundle.....\$199.95
35 filters

Photo Artistic Set.....\$ 79.95
16 filters

Photo Abstract Set.....\$ 69.95
13 filters

> [Complete filter list available nikmultimedia.com](#)

nik Sharpener Pro!

Complete.....\$329.95
Includes large format, offset, continuous toning, inkjet, & internet image sharpening, auto-image analysis, and warning system.

Inkjet Edition.....\$169.95
For all inkjet, (including large format), and internet image sharpening. Includes auto-image analysis and warning system.

Home Edition.....\$ 79.95
For small format inkjet printers (8 1/2" x 11" and smaller), and online photo print services (e.g. Shutterfly, Ofoto, etc.)

> [Feature comparison available nikmultimedia.com](#)



nik multimedia, Inc.

Contact: Edward Sanchez
Company: nik multimedia, Inc.
Email: esanchez@nikmultimedia.com
Phone: (619) 725-3150

Press Information

The company's products use a range of innovative, patent pending technologies that make digital imaging and photography easier and more powerful. nik multimedia software is available in English, German, French, and Japanese language versions. nik multimedia, Inc. is headquartered in San Diego, California with its European office in Hamburg, Germany.

nik Sharpener Pro, nik Color Efex Pro, and penPalette are trademarks of nik multimedia, Inc. All other trademarks and service names are the trademarks of their respective owners.

Please contact: Edward Sanchez
nik multimedia, Inc.
Phone: (619) 735-3150
Fax: (619) 735-3151
esanchez@nikmultimedia.com