

Press Information

penPalette Awarded Editor's Choice by American Photo Magazine

SAN DIEGO, CA – June 25, 2002: nik multimedia, Inc. today announced that its latest digital photography software plug-in penPalette has been awarded the Editor's Choice Award from American Photo Magazine in its annual selection of top products. This year's Editor's Choice Awards celebrate the best and most innovative products in both traditional and digital photography, recognizing plug-in products among these remarkable innovations. penPalette is the second software product from nik multimedia in the last 2 years to be recognized by American Photo editors among the most innovative products for digital photography. The company's nik Sharpener Pro software received an Editor's Choice Award from American Photo in the year 2000.

penPalette is designed to enable selective and pressure sensitive application of digital photographic filters, providing extraordinary control for retouching and enhancing photographs when using Adobe Photoshop or Photoshop Elements. penPalette includes eight standard retouching filters and enables additional filters from nik multimedia to be loaded and used with penPalette, greatly expanding the features of the product. nik Sharpener Pro! can also be added to penPalette enabling selective sharpening of images.

penPalette provides a significant advancement for digital photography and imaging workflow, providing a simplified and streamlined system for enhancing images. penPalette brings important tools into a new Photoshop palette, enabling penPalette to act as a host to nik multimedia's complete line of digital photographic plug-ins, including its award-winning nik Color Efex Pro and nik Sharpener Pro products.

"The ability to easily apply selective sharpening and filter enhancements has been the number one request that we have received from both digital enthusiasts and professionals", says Michael Slater President and CEO of nik multimedia, Inc.. "The American Photo Editor's Choice Award is a tremendous endorsement and very gratifying to our entire team."



penPalette™ for Photoshop

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Selectively Apply Filters 1 · 2 · 3

penPalette features an intuitive and easy-to-use system for editing images. To use penPalette, users simply:

- 1) Select a filter enhancement to apply. Using the filter preview window to view potential enhancements set a maximum value for the filter and click OK.
- 2) Begin applying the enhancement anywhere in the image with the Wacom pen, mouse, or other pointing device.
- 3) When finished with the current enhancement, the user clicks Apply to apply the enhancement to the image. The process can be repeated to apply additional enhancements.

When penPalette is used with the Wacom graphics tablet, less pressure applies less of the selected effect in the image, while full pen pressure applies the full enhancement intensity. With penPalette, users can control both the placement of the enhancement and the amount of enhancement using up to 1,024 levels of pressure sensitivity from the Wacom pen.

penPalette Key Product Features

- Enhance images using the eight standard penPalette photo-retouching filters: Warm Tone, Cool Tone, Contrast, Colorize, Add Noise, Despeckle, Soften, and Contrast Only.
- Load any nik Color Efex Pro! filter product into penPalette and selectively apply up to 55 digital filters to images.
- Selectively apply precise sharpness to images with penPalette when combined with any nik Sharpener Pro product.
- Selectively Apply filter enhancements and Erase changes as they are made.
- Clear current filter enhancements from the image to begin retouching again while maintaining the existing filter settings. Alternatively Discard the current filter enhancements and the filter settings to start over while also resetting the filter.
- Use penPalette with a mouse, trackball, or any other pointing device.
- Use penPalette with any Wacom graphics tablet or Cintiq to apply filters with additional control and pressure sensitivity.

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Product Pricing, Compatibility, and Availability

penPalette is an Adobe Photoshop plug-in, compatible with Adobe Photoshop. penPalette for Photoshop Elements is also available, providing similar functionality. penPalette for Photoshop is compatible with Windows 95 and later systems, including Windows XP, and compatible with Mac OS X. penPalette is available from nik multimedia at a suggested retail price of \$99.95. penPalette is bundled with the Wacom Intuos and Cintiq line of graphics tablets. Registered Wacom graphics tablet owners can receive a 50% discount on penPalette for a limited time. More information is available at www.penPaletteTools.com.

For questions or to order penPalette contact nik multimedia customer service toll free at 1-888-284-4085, Monday through Friday from 8:30 AM to 5:00 PM (PST).

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.

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.

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