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Focused On Photography®

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onOne Software Announces Release of New Editions of Perfect Photo Suite 7

With prices starting at $79.95, Standard, Lightroom & Aperture, and Premium Editions of Perfect Photo Suite 7 Provide Photographers of All Skill Levels with Options to Fit Their Workflow and Budget

Portland, OR – December 5, 2012 – onOne Software, Inc., a leading developer of innovative, time-saving solutions for photographers of all skill levels, has released a Standard Edition and a Lightroom & Aperture Edition of Perfect Photo Suite 7 to complement their existing Premium Edition of the photography software suite. Starting at $79.95, the tiered options give photographers the ability to choose the solution that fits their workflow and budget.

The **Standard Edition** allows usage of the entire Perfect Photo Suite 7 as a standalone application. This edition is ideal for those who do not use Adobe Photoshop, Photoshop Elements, Lightroom, or Apple Aperture but still want to enhance, stylize, and retouch their JPG images with a professional touch, and create and edit multi-layered files without Photoshop.

The **Lightroom & Aperture Edition** of Perfect Photo Suite 7 is designed for the photographer who does not use Photoshop but uses Lightroom or Aperture as the hub of their photo management and editing workflows. It provides powerful image editing tools that do not exist in those products and gives users the ability to extend their image editing power, maximize their creativity, and solve the most common problems in photo editing. With the Perfect Photo Suite 7 Lightroom & Aperture Edition, users can work with a variety of image formats including RAW, JPG, PNG, and TIFF, create and edit multi-layered files, and access any of the Perfect Photo Suite 7 modules directly from Lightroom or Aperture. After adjustments are made, images may be saved as a .PSD, .TIF, .PNG, or .JPG right next to the original image in their Lightroom or Aperture library—providing true non-destructive editing. This edition of the Suite also works as a standalone application for quick touch ups and edits.

onOne Software Announces Release of New Versions of Perfect Photo Suite 7

The *Premium Edition* is the version of Perfect Photo Suite 7 that has been available since October 31, 2012. It offers photographers the greatest flexibility and seamless integration of Perfect Photo Suite 7 with their workflow of choice. The Premium Edition provides all of the functionality of the Lightroom & Aperture and Standard Editions—offering direct access to Perfect Photo Suite modules from Lightroom, Aperture, and as a standalone. It adds functionality as a plug-in to Photoshop and Photoshop Elements which allows users to create or refine layer masks, resize CMYK, Grayscale, or LAB color mode images, use a dedicated batch processing module in Perfect Resize, use modules as re-editable Smart Objects, incorporate within Photoshop actions, and get direct access to module presets in a dedicated onOne Panel.

 "As we talk to our customers each day, we realize that they are a diverse group with different workflows and different needs," said Craig Keudell, president of onOne Software. "With the release of these new editions, photographers of all skill levels have better access to powerful tools that help them develop high quality images, no matter what editing tools they are currently using."

Each edition of Perfect Photo Suite 7 includes the new Perfect B&W to develop stunning black and white images, Perfect Portrait for simply and easy portrait retouching, Perfect Effects and FocalPoint for creative effects, Perfect Layers for a layered image workflow without Photoshop, Perfect Mask for replacing backgrounds, and Perfect Resize for image enlargement. In Perfect Photo Suite 7, these seven products work together seamlessly as integrated modules so photographers can create the images they envision.

Availability

All three editions of Perfect Photo Suite 7 are now available from onOne Software. New users may purchase the Standard Edition for $79.95, the Lightroom & Aperture Edition for $149.95, or the Premium Edition for $299.95. Existing onOne Software customers may upgrade to the Lightroom & Aperture Edition for $79.95, or to the Premium Edition for $149.95. A free 30-day trial of Perfect Photo Suite 7 Premium Edition is currently available at www.ononesoftware.com/downloads.

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New purchases and upgrades to any edition made by December 13, 2013 will also receive the Ultimate Creative Pack, Vol. 2, which includes presets for Perfect Effects 4, backgrounds, and textures. For more information on the new editions and the Ultimate Creative Pack, Vol. 2, please visit www.ononesoftware.com.

Customers who have purchased Perfect Photo Suite 7 between September 1, 2012 and December 4, 2012 and have questions about the new editions may learn the differences between the three versions at www.ononesoftware.com/products/suite7/purchase.html or contact the onOne Software Customer Service team at www.ononesoftware.com/support/contact-cs.html

About onOne Software

onOne Software, Inc., a leading developer of innovative software tools develops timesaving software solutions for photographers of all skill levels. onOne Software solutions have been created to help photographers spend more of their time behind the camera taking pictures instead of the computer workstation. Such solutions include a wide range of easy-to-use standalone applications and plug-in enhancements for Adobe Photoshop, Photoshop Elements, Photoshop Lightroom, Apple Aperture, and iPhone and iPad applications. Founded in 2005, onOne Software is a privately held company located in Portland, Oregon. For additional information, visit www.ononesoftware.com.

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