



PRESS RELEASE

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FilmPack 7, DxO Labs' tribute to analog photography, includes new editing tools, film rendering an enriched Time Machine mode, and more a personalized workflow

Paris (France): DxO Labs, creator of pioneering photo-editing software for over 20 years, is proud to present FilmPack 7, designed for digital photographers who love the timeless magic of film. It follows almost two decades of researching and digitizing the unique characteristics of classic film stocks in order to keep them alive in the digital era.

“At DxO, we love photography, FilmPack is our tribute to almost 200 years of analog history. Version 7 gives photographers who miss the magic of film the chance to immerse themselves — but with all of the convenience of digital.”

Jean-Marc Alexia
VP of Product Strategy

New for FilmPack 7

Luminosity Masks for unequaled editing

FilmPack 7, Luminosity Masks enable the fine adjustment of exposure, color, and contrast. Users can now target specific parts of the image for precise changes such as adding warmth to highlights, offering new levels of control.

Upgraded Time Machine mode

Spanning almost two centuries of history's greatest photographers and their favorite film stocks, DxO FilmPack 7's Time Machine features a large collection of iconic photographs. Users can experience historical styles in context and then apply them to their own photos. Photographers can enjoy 22 new historical images and events, in addition to 26 new presets, bringing the total to 94.

25 new film renderings and digital styles

In addition to FilmPack already wide array of authentic film renderings, Version 7 features 5 new modern analog film renderings: Cinestill Redrum 200, LomoChrome Metropolis 200, Lomography Redscale XR 200, Berlin Kino B&W 400, and Earl Grey B&W 100. 20 new digital effects, and a series of digital rendering see new styles of color and black-and-white modes on modern cameras from Nikon and FujiFilm.

FilmPack 7 brings the total number of adjustable high-fidelity color and monochrome film renderings to 89 and 82 digital styles.



Price and Availability

New customers can download Windows and macOS versions exclusively from the DxO website (<https://shop.dxo.com/en>) at the prices listed below, a 30-day free trial is also available.

- DxO FilmPack 7: \$139

Owners of FilmPack 6 can take advantage of a special upgrade price:

- DxO FilmPack 7 upgrade price: \$79

To upgrade, customers should log into their customer account at https://shop.dxo.com/login_upgrade.php/en. PhotoLab 7 does not require a subscription and can be installed on up to three computers.

Win a copy of ‘The Glow of Paris’

To celebrate the release of FilmPack 7, DxO has partnered with large format film photographer Gary Zuercher, who, for 20 years, has documented the beauty of Paris and its bridges at night in black & white. Customers who purchase FilmPack 7 will be eligible to win one of a 100 copies of his beautiful photo book. For more details visit <https://www.dxo.com/dxo-filmpack/contestglowofparis>

About DxO

For over 20 years, DxO's pioneering innovation in the fields of photographic science and digital image processing. Built on principles of technical rigor and ceaseless innovation, we are at the forefront of bringing RAW development to photographers. DxO aims to continue building the most powerful and versatile software on the market, all designed to offer the greatest image quality, color science, and creative freedom. We publish DxO PhotoLab, an end to end raw editing software, DxO PureRAW, which gives you unparalleled noise reduction and industry-leading optical corrections. Nik Collection, a suite of creative plugins for Adobe Photoshop®, Lightroom Classic®. DxO ViewPoint which allows photographers to achieve geometric perfection and DxO FilmPack which provides authentic renderings of classic film stocks. Our monthly exacting Optics Modules, available in all our products, enables photographers to achieve the best quality performance possible from their lenses.

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