



## PRESS RELEASE

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# **DxO PhotoLab 7 introduces unique color calibration and editing tools, revamped local adjustments, and a powerful B&W workflow.**

Paris (France): DxO Labs, creator of pioneering photo-editing software for over 20 years, is proud to present PhotoLab 7, its complete RAW image-processing and correction software.

“Our goal has always been to give photographers the ultimate in image quality, and PhotoLab 7 takes this another step further. Combined with our ultra-wide gamut and soft proofing functionality, the introduction of the color calibration tool and support for LUTs creates a whole new level of control.”

Fabrizio Dei Tos Navalesi  
DxO Product Director

## **New for PhotoLab 7**

### **Commitment To Color**

PhotoLab 7 enables photographers to apply true-to-life, scientifically accurate color profiles to their images. PhotoLab 7 unique tool, working in concert with one of six industry-standard color checker charts from Calibrite and Datacolor.

### **Cinematic-Style Grading**

We are excited to introduce Look Up Tables (LUTs) into PhotoLab 7: now available with 17 DxO starter presets. LUTs builds on our previous advances made in color management where we re-engineered our color processing algorithms, introduced DxO Wide Gamut our extended working color space and improved Soft Proofing mode. Using LUTs will enable our exacting photographers to speed up their workflow and apply their favorite style adjustments to their images.

### **HSL Editing Can Now Be Adjusted Locally**

PhotoLab first began to set the standard in color control through its innovative HSL Color Wheel. The spectrum of color control tools now available in version 7 is the result of years of concerted effort to deliver lifelike and expressive colors demanded by serious photographers. Photographers can now enjoy the powerful easy-to-use HSL ColorWheel as part of their local adjustments, enabling them to adjust the color of a subject's clothing, or subtly warming the highlights of a landscape scene, all with the highest quality and total creative freedom.

### **A Natural Black-and-White Workflow**

PhotoLab 7 has new tools that help photographers create their definitive monochrome workflow. The interface introduces a new tab to switch between color and monochrome and a range of new film renderings – plus PhotoLab 7 includes introduces a six-channel mixer for complete tonal control across black-and-white photography.



## Local Adjustments Revamped

The ability to make precise local adjustments is a vital part of creative photo editing. PhotoLab 7 makes this easy by organizing local adjustment tools into a new dedicated palette in the workspace. This evolution keeps the interface cleaner and makes photos more visible while they're being worked on, allowing even greater precision from our popular U Point™ tool.

## 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 PhotoLab 7: \$ 229

Owners of PhotoLab 5 or 6 can take advantage of a special upgrade price:

- DxO PhotoLab 7 upgrade price: \$109

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

## 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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