

DxO FilmPack 3.1 adds numerous creative renderings and an enhanced user interface

Special discount on **DxO FilmPack 3.1**, the leader in silver halide simulation software, now through December 24, 2011

November 15, 2011 – **DxO Labs** announces the immediate availability **DxO FilmPack 3.1**, the latest version of its famous silver halide simulation software. **DxO FilmPack 3.1** adds a line of 25 new creative renderings and an improved user interface.

For world-renowned photographer Sebastião Salgado, “DxO FilmPack is an indispensable link to my previous photographic work.” **DxO FilmPack** has allowed him to faithfully reproduce in his digital image workflow the exact look and feel of Kodak® Tri-X film.

DxO FilmPack 3.1 brings to photos all the emotional impact of silver halide photography. Using an intuitive interface, beginners and experts alike can apply the characteristic tint, grain, and rendering of a traditional silver halide film type to any digital image, regardless of its source. Thanks to **DxO Labs’** advanced calibration technology, **DxO FilmPack 3.1** offers a renderings palette of unparalleled authenticity for 62 legendary film types —positive and negative color, black & white, and cross-processed.

25 NEW CREATIVE RENDERINGS TO ACHIEVE OUTSTANDING IMAGES



DxO FilmPack 3.1 (Expert Edition) offers a line of 25 new creative renderings. The experts at **DxO Labs** gave utmost consideration to the aesthetic qualities and creative dimensions for each rendering to ensure that they would lend images real emotional impact.

Vintage effects, color nuances, sepia variations, partial desaturations: each rendering is based on a very subtle combination of grain intensity, film style, vignetting, and color filters — “intelligent” renderings for outstanding images.

Users can use the same settings as for film renderings to fully customize each creative rendering, thus offering the possibility of numerous possible combinations. Batch processing allows for a huge increase in productivity.

SHARING THE IMPACT

Thanks to **DxO FilmPack 3.1**'s large number of presets, photographers can give free rein to their creativity by combining, for example, the color settings of one film rendering with the grain of another, thus creating their own personalized film look. A new import rendering function included in the Expert Edition of **DxO FilmPack 3.1** lets DxO FilmPack users share one another's customized film looks. Users can simply import custom renderings, rename them, and save the parameters of intensity, grain, contrast, and so on in their own settings library to apply to their own images.

AN INTUITIVE INTERFACE FOR UNLIMITED EXPLORATION

Designed to satisfy both beginners and experts, **DxO FilmPack 3.1**'s easy-to-use interface allows users to freely explore all the possibilities of the film and creative renderings provided.

Thanks to its resizable filmstrip-style preview system, **DxO FilmPack 3.1** allows users to better visualize renderings before applying them to their images.

DxO FilmPack 3.1 now offers a full-screen mode for greater comfort. Among the many other improvements to the interface, the channel mixer now incorporates color sliders, making their use even more intuitive.



EDITIONS

Compatible with Mac and Windows, **DxO FilmPack 3.1** comes in 2 editions — Essential and Expert — which differ in terms of number of film renditions and features.



	ESSENTIAL	EXPERT
BLACK AND WHITE FILMS	13	26
COLOR FILMS	20	36
FILTERS	8	18
TONINGS	6	6
CREATIVE RENDERINGS		25
FILM GRAIN	33	62
STANDALONE APPLICATION	✓	✓
PLUGINS	LR Ps	LR Ps
BATCH PROCESSING		✓
PRESETS		✓
NOISE REDUCTION		✓
COLOR CONTROL		✓
BLACK AND WHITE CONTROL		✓
VIGNETTING		✓

The two editions of **DxO FilmPack 3.1** are available as standalone applications and as plugins for DxO Optics Pro®, Adobe® Photoshop CS®, Adobe® Lightroom® and Apple® Aperture®.

AVAILABILITY AND SPECIAL YEAR-END OFFER

Both the Essential and Expert editions of **DxO FilmPack v3.1** are now available for purchase in the DxO Labs online store (www.dxo.com) and at photo resellers **at a special discount** from now through December 24, 2011:

USD:

- DxO FilmPack 3 Essential Edition: **\$49** instead of \$79
- DxO FilmPack 3 Expert Edition: **\$99** instead of \$129
- DxO FilmPack 3 Expert Upgrade from DxO FilmPack 1 or 2: **\$39** instead of \$49

EUR:

- DxO FilmPack 3 Essential Edition: **49€** instead of 79€
- DxO FilmPack 3 Expert Edition: **99€** instead of 129€
- DxO FilmPack 3 Expert Upgrade from DxO FilmPack 1 or 2: **39€** instead of 49€
(Suggested retail prices, including VAT)

GBP:

- DxO FilmPack 3 Essential Edition: **£49**, instead of £69
- DxO FilmPack 3 Expert Edition: **£79**, instead of £99
- DxO FilmPack 3 Expert Upgrade from DxO FilmPack 1 or 2: **£29** instead of £39
(Suggested retail prices, including VAT)

Upgrade to version 3.1 is free of charge to owners of DxO FilmPack version 3.0. A fully-functional free trial version of DxO FilmPack v3.1, good for one month, is available on the DxO Labs website at http://www.dxo.com/en/photo/free_trial_version.

System Requirements

- PC: Microsoft® Windows® XP (32 bits), Windows® Vista® (32 or 64 bits), Windows® 7 (32 or 64 bits) and Intel® Pentium® 4 processor or equivalent AMD®
- Mac: Mac OS® X 10.5 Leopard, Mac OS® X 10.6 Snow Leopard, Mac OS® X 10.7 Lion and Mac Intel® Processor
- Minimum of 2 GB of RAM and 400 MB available disk space

About DxO Labs

DxO Labs offers products and solutions that provide excellence in digital imaging. In addition to its DxO Optics Pro and DxO FilmPack products for Mac and Windows, aimed at serious and demanding photographers, the company also licenses patented intellectual property serving the entire digital imaging chain:

- Embedded software and silicon architectures for real-time still and video image processing for consumer electronics OEM/ODM (such as digital camera and camera phone vendors);
- Image quality evaluation and measurement tools for imaging component suppliers (camera module manufacturers, sensor vendors, and processor vendors) as well as for photography journalists and imaging experts

For more information, visit DxO Labs' website at www.dxo.com.

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