



## PRESS RELEASE

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# **DxO PureRAW 3, the groundbreaking RAW photo enhancement software, gives photographers incredible image quality thanks to DeepPRIME XD**



**Together with innovative DeepPRIME XD — eXtreme Detail — denoising technology, this major new version of DxO's award-winning RAW processing software delivers greater control without reducing the 'one-click' functionality that users love. It also features pivotal upgrades to the user interface, making workflow even smoother.**

Paris (France): DxO Labs, the company which kick-started modern RAW processing and lens correction, today announces the immediate availability of DxO PureRAW 3, its revolutionary RAW enhancement software. PureRAW 3 optimizes the quality of any RAW image by eliminating noise, improving color, enhancing detail and correcting lens flaws.

DxO PureRAW 3 now features DxO's latest artificial intelligence technology, DeepPRIME XD, delivering industry-leading noise reduction and RAW image enhancement; greater control over which corrections are applied through DxO's renowned Optics Modules; and user interface modifications that offer improved integration with every photographer's workflow.

**DxO DeepPRIME technology gets even better — and for Fujifilm photographers, too!**



DxO PureRAW set the standard for noise reduction and image improvements – but the introduction of DeepPRIME XD pushes performance even further. By using a larger neural network than regular DeepPRIME, DeepPRIME XD delivers greater levels of detail, improved color accuracy, and smoother, noise-free bokeh when shooting at even the highest ISO levels.

With DeepPRIME XD, photographers report improvements of more than 2.5 stops in noise performance. For example, images shot at ISO 4000 more closely resemble those captured at ISO 500 in terms of noise, color, and clarity.

Because noise reduction is performed as part of the RAW conversion process, DeepPRIME XD can also improve the dynamic range of an image, giving photographers greater flexibility when shooting in challenging situations where light is limited. The original DeepPRIME mode remains part of DxO PureRAW 3 for images that demand less enhancement or where faster performance is required.

“DeepPRIME almost surprised us when we first saw the results,” explains DxO’s VP of Marketing and Product Strategy, Jean-Marc Alexia. “We quickly realized that a larger neural network could boost performance, and that’s what we’ve delivered with DeepPRIME XD. This technology pushes the boundaries even further, and DxO PureRAW 3 will revolutionize any photographer’s images — and without disrupting their existing workflow.”

Until today, DeepPRIME XD did not process RAW files from cameras with an X-Trans sensor. However, with DxO PureRAW 3, Fujifilm X Series photographers will be delighted to learn that their cameras are supported, a development reflected in DxO PhotoLab 6.4, also released today. As a result, X-Trans images can undergo incredible noise reduction, remarkable detail enhancement, and the restoration of accurate colors, especially when shooting at high ISO levels.

### **Power is nothing without control**

As well as greater performance, DxO PureRAW 3 gives photographers a new level of control. The software’s updated interface now offers options for levels of lens softness correction, as well as the ability to toggle vignetting and chromatic aberration corrections. Furthermore, photographers can access the whole image area captured by the sensor, avoiding the crop enforced by other software when correcting deformations.

### **Interface improvements for a smoother workflow**

DxO PureRAW 3 also introduces a number of improvements when it comes to workflow. Users can create multiple queues when batch processing large numbers of files, with the option to edit, re-order, and prioritize both images and queue lists while processing is underway. In addition, photographers can now choose to export files in TIFF format, alongside the existing JPEG and Linear DNG options.



Finally, the user interface has been revamped, bringing it closer in line with other DxO software.

## **About DxO PureRAW**

DxO PureRAW is the only software of its kind, making unprecedented enhancements to RAW files at the beginning of a photographer's existing workflow and therefore giving them the best possible foundations on which to edit.

Breaking with convention, the software uses convolutional neural networks to perform the demosaicing and denoising processes of RAW image conversion simultaneously. Having been trained using billions of image samples, the network is able to produce results that far exceed those made by human-designed algorithms, giving users Linear DNG files that have all of the flexibility of the original RAW file, but with the best possible image quality in terms of color, noise, and fine detail.

In addition, DxO PureRAW uses DxO's highly regarded Optics Modules, a database of well over 80,000 lens and camera body combinations that provide the highest levels of corrections to lens softness, geometric distortions, vignetting, and aberrations. Updates in March 2023 bring support for a number of cameras and lenses including two popular Nikon Z zoom lenses, an RF prime from Canon, and a selection of cameras from Panasonic.

## **About DxO**

For over 20 years, DxO has blazed a pioneering trail in the fields of photographic science and digital image processing. Built on principles of technical rigor and ceaseless innovation, we were at the forefront of bringing RAW development to photographers, and continue to build the most powerful and versatile software on the market, all designed to offer the greatest image quality and creative freedom. Along with its exacting Optics Modules, available in all our products, we publish DxO PhotoLab, which won the EISA 2020-2021 award for Best Photo Software and the TIPA award for Best Imaging Software in 2020, 2021, and 2022; the award-winning RAW preprocessing and noise reduction software, DxO PureRAW; and Nik Collection, the renowned suite of creative plug-ins for Adobe Photoshop®, Lightroom Classic®, and DxO PhotoLab.

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