

November 8, 2010, 3:00pm (Central European Time)

DxO Labs announces immediate availability of the new DxO Optics Pro v6.5 software for Mac and Windows

DxO Optics Pro v6.5 features exclusive Single Shot HDR technology for optimized rendering of contrasted scenes, improved RAW conversion, Lightroom 3 support and increased cameras and lenses support

Exceptional 30 percent holiday season discount through December 25th 2010

November 8, 2010 – DxO Labs today announced the immediate availability of the latest version of its award-winning image enhancement software for demanding photographers, **DxO Optics Pro v6.5**. Along with providing photographers with high dynamic range (HDR) capability from a single RAW image, version 6.5 improves accessibility and productivity.

DxO Optics Pro v6.5 and upgrades will be offered with an exceptional 30 percent holiday season discount through December 25, 2010.

“There is no software on the market that does so much to improve images while asking so little of the user,” said Cyrille de la Chesnais, Director Sales & Marketing for DxO Labs’ Photography business. “Users that are passionate about image quality can now save more shots from underexposure or high contrast, deliver more detail, and explore more camera and lens combinations knowing that DxO Optics Pro has finely tuned corrections to make their final images flawless.”

What’s new in version 6.5:

- HDR rendering from single RAW shots to reveal the full dynamic range of high contrast scenes without the need for cumbersome bracketing;
- Improved RAW conversion engine for 100 percent automatic processing and unrivalled productivity at any ISO ranging from 100 to 100,000, delivering more natural images;
- Integration of Lightroom 3 support providing photographers with the best of both image processing and image management worlds;
- Numerous interface improvements, including a new large preview window for detailed inspection of images before adding them a project;

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- Support for the following cameras, in both the Standard and Elite editions of DxO Optics Pro:
 - Canon EOS 60D, PowerShot S95 and PowerShot G12
 - Nikon D3100
 - Pentax K-x
 - Sony A290
- 150 new DxO Optics Modules covering numerous camera bodies.

Availability and exceptional Holiday Season discount

DxO Optics Pro v6.5 for Windows and Mac, Standard and Elite editions are available from both DxO Labs' e-store and selected resellers **at an exceptional 30 percent holiday season discount until December 25, 2010:**

- DxO Optics Pro Standard edition:
 - o 99 €, reduced from 149 € (for a saving of 50 €)
 - o \$99, reduced from \$169 (for a saving of \$70)
 - o £89, reduced from £135 (for a saving of £46)
- DxO Optics Pro Elite edition:
 - o 199 €, reduced from 299 € (for a saving of 100 €)
 - o \$199, reduced from \$299 (for a saving of \$100)
 - o £179, reduced from £269 (for a saving of £90)

All customers who purchased DxO Optics Pro since June 1st, 2009 are entitled to a **free** upgrade to version 6.5. All other users benefit from the following **exceptional 30 percent discounts until December 25, 2010:**

- DxO Optics Pro Standard (any version) to DxO Optics Pro 6 Standard:
 - o 49 €, reduced from 69 €
 - o \$49, reduced from \$79
 - o £39, reduced from £59
- DxO Optics Pro Elite (any version) to DxO Optics Pro 6 Elite:
 - o 69 €, reduced from 99 €
 - o \$79, reduced from \$119
 - o £59, reduced from £89

€ and £ prices include sales taxes and VAT.

System Requirements

- 2 GB RAM minimum

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- 400 MB available disk space

Windows:

- Intel Pentium 4 processor or AMD equivalent (Pentium Dual Core or higher or equivalent recommended)
- Microsoft Windows XP 32 or 64 bits, Windows Vista 32 or 64 bits, Windows 7 32 or 64 bits
- To process RAW images larger than 20 MPixels, a 64-bit operating system with 4 GB RAM is strongly recommended

Macintosh:

- Intel-Mac
- Mac OS X.5 or X.6
- To process RAW images larger than 20 MPixels, a 64-bit operating system with 3 GB RAM is strongly recommended

About DxO Optics Pro

DxO Optics Pro is an award-winning automatic image enhancement software for enthusiastic amateur and professional photographers shooting in JPEG or RAW format. World renowned for its unique automated optical corrections (distortion, vignetting, chromatic aberrations, lens softness), and its state-of-the-art RAW conversion, it addresses the entire spectrum of image quality issues, including noise removal, exposure optimization, keystone correction, color control and dust removal. Its fully-customizable and easy-to-use interface makes it an unrivalled productivity tool, able to process hundreds of images in just a few clicks of a mouse.

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

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 photography journalists and imaging experts.

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

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