

FOR IMMEDIATE DIFFUSION

DxO FilmPack 5 adds 16 new analog film renderings and supports RAW-format images for an even richer creative experience

Extremely easy to use, DxO FilmPack 5 offers photographers all of the emotion of creative photography without sacrificing the image quality of their DSLR

Special sale on DxO Photo Suite bundles, which include all three DxO image-processing software products, through November 25, 2014

October 29, 2014 – DxO Labs announces the availability of DxO FilmPack 5, a major new version of its famous analog and creative film rendering software. DxO FilmPack 5 is enhanced by the addition of new high-fidelity analog film renderings, a fully-redesigned user interface and added support for RAW format in order to even more faithfully restore colors and allow photographers to give their images an even more unique style, all while preserving their quality.

Available in two new editions, ESSENTIAL and ELITE, DxO FilmPack 5 is immediately available as a plugin for DxO OpticsPro. The plugin versions for Adobe Photoshop, Lightroom, Elements, and Apple Aperture, as well as the standalone application for Mac and PC, will be available starting in mid-November.

Praised by professionals for the faithfulness of its analog film renderings, DxO FilmPack lets photographers apply to their digital images all of the characteristics of the analog films that have made photo history, as well as numerous original renderings, filters, toning, and visual effects — all of which can be infinitely combined.

16 new very-high-fidelity analog film renderings

Perpetuating the legend of analog photography, DxO FilmPack 5 expands its palette with 16 new remarkable films. With Adox CHS 100 II, Bergger BRF 400 PLUS, Foma Fomapan 100 Classic, Fujifilm Neopan 400, and even Ilford Pan 100, DxO FilmPack 5 honors the best of the black & white films. With Fuji Superia X-Tra 400, Kodak Portra 400, and Adox Color Implosion, films known for their authentic or creative colors are also honored.

In order to perfectly reproduce the grain, the quality, and the style of these legendary films, DxO has followed a rigorous scientific process of taking photos of specific laboratory and real-life targets with the analog film: having the film developed by the world's leading professional laboratories (PICO and Arka in France, and Duggal in the U.S.), and then digitizing the images following strict and proven procedure. Because of these exclusive calibration technologies, DxO FilmPack 5 offers a palette of renderings whose fidelity has achieved a new and unequalled quality in the field.

More faithfully-reproduced colors with RAW format

To let photographers apply even more faithfully-reproduced analog film renderings, DxO FilmPack 5 now supports RAW format. This new support allows the software to fully exploit the all of the calibrated camera data, so as to better restore color, and to increase the effectiveness of DxO FilmPack's automatic Color Protection processing.

RAW format also has another advantage for the photographer: all of the optical flaws of the photographer's equipment – distortion, vignetting, and chromatic aberrations – are automatically corrected, and DxO FilmPack's high-performing RAW denoising eliminates undesirable digital noise to obtain the perfect analog film grain.

Even more powerful images, thanks to new Micro-contrast

DxO FilmPack 5 offers a new Micro-contrast tool that brings out relief as well as details in images. Using a multi-scale filter that blurs the details while preserving the marked contours in an image, contrast is visibly reinforced — ideal for increasing the intensity of a landscape photo or giving portraits a strong look, particularly in black & white.

Improved tools for greater creative possibilities

DxO FilmPack 5 has enriched its tools to let users explore new creative possibilities. The Toning tool lets users apply a colored effect separately to highlights and shadows, thus gaining greater flexibility and bringing greater authenticity to the simulation of historical photo colors.

The Blur tool has also been simplified and now offers two new modes: Vignetting, for applying an effect along the perimeter of the image and thus directing attention to a subject; and Soft Focus, for reproducing an artistically blurry effect that is ideal for portraits.

An entirely redesigned interface

DxO FilmPack offers an entirely redesigned interface that is even easier and more intuitive to master. Its new 16:9 format provides even more space for the image for increased comfort when working.

The new integrated file explorer lets users choose their work directory, preview the images it contains, and open them directly in the application for editing. Renderings, effects, and settings have been consolidated into a single lateral control panel for quicker access, and their categorization has been redesigned to provide more nuanced selection.

Availability

DxO FilmPack 5 is immediately available as a plugin for DxO OpticsPro in the DxO online store (shop.dxo.com) at the following prices:

DxO FilmPack 5 ESSENTIAL Edition (Suggested retail prices, including tax)	\$79	£59	79 €
DxO FilmPack 5 ELITE Edition (Suggested retail prices, including tax)	\$129	£99	129 €

Plugins for Adobe Photoshop, Lightroom, Elements, and Apple Aperture, as well as the standalone application for Mac and PC, will be available starting in mid-November. Photographers who immediately acquire the DxO FilmPack 5 plugin for DxO OpticsPro will be able to download the standalone application and other plugins for free from their customer account as soon as they are available.

Photographers who purchased DxO FilmPack 4 on or after September 1, 2014, are entitled to a free upgrade to version 5.

Special introductory offer

Two editions of the DxO Photo Suite, both of which include DxO's three image-processing software products, are available in the DxO online store at a special discount through November 25, 2014:

DxO ESSENTIAL Photo Suite (DxO OpticsPro 10 ESSENTIAL Edition + DxO FilmPack 5 ESSENTIAL Edition* + DxO ViewPoint 2)	\$189 (Versus \$287 purchased individually)	£149 (Versus £217 purchased individually)	189 € (Versus 287 € purchased individually)
DxO ELITE Photo Suite (DxO OpticsPro 10 ELITE Edition + DxO FilmPack 5 ELITE Edition* + DxO ViewPoint 2)	\$289 (Versus \$407 purchased individually)	£229 (Versus £317 purchased individually)	289 € (Versus 407 € purchased individually)

* DxO FilmPack 5 is immediately available as a plugin for DxO OpticsPro. The plugin versions for Adobe Photoshop, Lightroom, Elements, and Apple Aperture, as well as the standalone application, will be available starting in mid-November.

About DxO Labs

DxO Labs is a photography technology company that specializes in the processing of digital images. It designs, licenses, and distributes solutions that are recognized for their excellence in image processing to imaging companies and experts, the public, and the photo press.

DxO Labs' range of products and services covers the entire imaging chain, from embedded image processing technologies in all kinds of

cameras, through image quality testing and measurement tools, to photography software destined for the general public.

For more information, go to www.dxo.com

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