



PRESS RELEASE

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## DxO ONE continues to redefine mobile photography with v1.4 update

A new streamlined user interface helps protect your photos with integrated copyright and watermarking support

**PARIS—June 8<sup>th</sup>, 2016**—DxO announced today the immediate availability of another major update to the multi-award-winning DxO ONE Miniaturized Pro Quality Camera™ for iPhone® and iPad®. Continuing with the promise to make the DxO ONE even better after you've bought it, version 1.4 adds integrated copyright/author and watermarking support to help protect your photos from unauthorized use. In addition to important performance enhancements, the update also features a dramatically improved user experience that puts all of your capture and application settings in their own, quick-access menus.

"Like my DSLR and tripod, the DxO ONE has become an important part of my workflow, allowing me to instantly share high quality, high res photos with my clients and followers", said noted motorsports photographer, John Thawley. "By adding integrated copyright info and watermarking support, I can be confident that my shared DxO ONE images are now protected from unauthorized use."

Since its initial introduction revolutionized the world of mobile photography, literally dozens and dozens of new features have been added to every DxO ONE via automatic (and free) software and firmware updates. Photographers the world over told our team they love the instant sharing capabilities of the DxO ONE, but wanted a way to better protect their work. DxO's engineers responded by providing the ability to automatically embed copyright and author info directly into the EXIF data of every DxO ONE photo. In addition, version 1.4 introduces the option to automatically add a watermark to photos shared to Instagram, Twitter, Facebook and every other photo sharing service supported by Apple iOS.

As more and more sophisticated controls have been added to the DxO ONE iOS app, the design team in Paris determined through exhaustive usability studies, that access to these controls could be even more efficient. The resulting version 1.4 update sports a streamlined user interface that provides one-tap access to capture settings, all of which are now logically grouped in a consolidated design. In addition, application settings, such as the Message Center and online support, can now be accessed with one tap from the Gallery view. The net result is that the bright, beautiful Retina viewfinder of the iPhone is now far less cluttered, leaving more room to compose your DxO ONE images.

"DxO has a world-class design team in Paris that values direct user feedback above everything else," said Kirk Paulsen, consulting CMO for DxO. "They continue to innovate at a breakneck pace, adding

exciting new features and useful controls with each successive release. It's remarkable how far the DxO ONE has advanced in less than a year since it was first introduced."

Version 1.4 also introduces a host of other features based on direct user feedback, including the ability to preview in the viewfinder, in real-time, camera controls such as Aperture and EV-bias. Users can now determine when they want their DxO ONE to go into power saving mode, and all-important firmware updates that unlock new features and functionality are now more visible via top-level notifications, so you'll never miss the opportunity to take advantage of cool new ways to control your DxO ONE.

Every DxO ONE camera includes free access to DxO Connect, very simple but extremely powerful software for Mac and PC, that can make your best DxO ONE photos look even better. DxO Connect v1.4 now leverages the new DxO OpticsPro 11 engine, which includes even more remarkable noise reduction for high ISO, low-light images. The new processing engine also makes use of face detection to automatically extend the dynamic range, add fill light, and improve contrast while optimizing illumination on faces in your photos. DxO Connect can even automatically add microcontrast to sharpen fine details in your images, but it's smart enough to leave those details intact with photos involving faces or with those captured at a high ISO in low light. Mac users, who use OS X Photos as their primary photo editing software, may want to download the updated extension (DxO OpticsPro for Photos - DxO ONE Camera only) from the App Store, which lets you tap into the power of the new DxO OpticsPro 11 photo engine without ever leaving the Photos app.

### **Pricing & Availability**

The DxO ONE Miniaturized Pro Quality Camera™ for iPhone® and iPad® is available for purchase at dxo.com, Amazon, Best Buy, B&H, Target and other respected retailers for only \$499 (US).

The DxO ONE iOS v1.4 app and companion Apple Watch app are both available for free via the iTunes App Store. New firmware, also immediately available, can be downloaded to the iPhone and installed on existing DxO ONE cameras with a simple tap. The 1.4 updates to DxO Connect and 'DxO OpticsPro for Photos – DxO ONE Camera only', are also immediately available for existing users to download from dxo.com and the Mac App Store, respectively.

### **About DxO**

DxO develops the world's most advanced image processing technologies, which have enabled over 300 million devices to capture the highest quality images achievable. DxO's award-winning OpticsPro software lets photographers of every level quickly and easily make their best photos look even better, and DxO has redefined mobile photography with its miniaturized DxO ONE camera that pairs perfectly with iPhone® and iPad® to capture DSLR quality images that are instantly available to share with family, friends and followers.

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