

# DxO ViewPoint 3

Shift your perspective



PRESS RELEASE

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## DxO announces DxO ViewPoint 3, a major update to its industry-leading wide-angle lens correction software

New automatic perspective and horizon correction tools are complemented by a miniature effect that perfectly mimics tilt shift lenses

Special discounts on all DxO software through December 4, 2016

PARIS—November 16, 2016—DxO, a world leader in digital imaging technologies, announces a major update to DxO ViewPoint, its simple but powerful software that automatically corrects problems inherent in photographs taken with wide-angle lenses. DxO ViewPoint 3 leverages DxO's advanced image science to automatically correct skewed perspectives and horizons with a single click, making the process quick and easy. The update also introduces a brand new tool that produces a remarkable miniature effect, the first software of its kind to perfectly replicate the popular look made famous by tilt shift lenses.

DxO ViewPoint is simple, but powerful image processing software for Mac and Windows that thousands of photographers rely on for photos taken with their wide-angle lenses because of its ability to fix even the most complex perspective problems, as well as restore the natural shape to subjects situated on the edges of photos. DxO ViewPoint benefits from the automatic corrections provided by DxO Optics Modules, developed by exacting laboratory analysis of thousands of camera and lens combinations.

The existing perspective correction tools have been dramatically enhanced with an innovative, fully automatic mode that can instantly correct geometric distortion, straighten both horizontal and vertical lines, and automatically crop images, effectively eliminating keystone while preserving the maximum information in the picture. The new auto horizon correction tool is equally efficient at correcting skewed landscape and architectural images. A single click detects the most relevant straight lines in the image, which are analyzed to determine the correct horizon.

"DxO ViewPoint has become an essential tool for me when photographing with my wide-angle lenses, which by their very nature induce all manner of odd deformations," said architectural photographer, Luca Nicolao. "Its tools let me easily correct for distortions and keystone, allowing me to achieve a much more natural composition in my images."

DxO ViewPoint 3 also adds an innovative and useful new tool that perfectly simulates the depth-of-field reduction that's identical to the type of creative looks that previously required the purchase of costly and tricky tilt shift lenses. To replicate the miniature look, DxO ViewPoint 3 displays the location and intensity of two blur gradients which the user can adjust symmetrically or asymmetrically. The application even enables photographers to simulate a precise type of bokeh.

With just one license, DxO ViewPoint works as both a stand-alone app, and as a plug-in for DxO OpticsPro, Adobe Lightroom, Photoshop and Photoshop Elements. DxO ViewPoint 3 can be used as a plugin for DxO OpticsPro starting with version 11.3 (also available).

## **Pricing & Availability**

DxO ViewPoint 3 for Mac and Windows is immediately available in the DxO online store ([shop.dxo.com](http://shop.dxo.com)) and at photo resellers at a special discount through December 4, 2016:

- USD: \$49 instead of \$79
- GBP: £39 instead of £59
- EUR: 49€ instead of 79€ (Suggested retail prices, including VAT)

Photographers who acquired a DxO ViewPoint license on or after September 1, 2016 are entitled to a free upgrade to version 3.

A fully-functional trial version of DxO ViewPoint 3, good for one month, is available on the DxO website: <http://www.dxo.com/us/photography/download>.

## **About DxO**

For well over a decade DxO has developed the world's most advanced image processing technologies, which have enabled over 300 million devices to capture the highest quality images achievable. DxOMark has extensively analyzed the image quality of thousands of cameras, lenses and mobile phones, and provides public access to their scientific results to help further the art of photography. DxO OpticsPro, powerful RAW image processing software for Mac/PC, helps photographers of all levels make their best photos look even better. And with the recent introduction of the award-winning DxO ONE Miniaturized DSLR-quality Camera for iPhone and iPad, the image scientists and engineers at DxO have redefined mobile photography and are now dramatically extending its fields of use with a robust accessories ecosystem that enables users to capture stunning photos that can be shared instantly and last a lifetime.

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