



PRESS RELEASE  
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## DxO PhotoLab 2: comprehensive and uncompromising

After incorporating and enhancing U Point local adjustment technology, DxO PhotoLab 2, which follows on from DxO OpticsPro, has improved its exclusive DxO ClearView tool, added a new image management system (DxO PhotoLibrary), and now supports DCP color profiles.

PARIS — October 24, 2018 — DxO, one of the world's most innovative consumer imaging companies, has announced the release of DxO PhotoLab 2, a major update of its RAW processing software for Mac and PC, recently awarded the 2018 TIPA Award for Best Imaging Software. DxO PhotoLab 2 introduces ClearView Plus, the latest version of the software's incredibly effective haze removal and local contrast improvement tool, as well as DxO PhotoLibrary, a brand-new image and data management feature that lets users search, select, sort, and display images. DxO PhotoLab 2 also supports DCP color profiles, which maintains consistent color renderings across the industry's main programs.

### **U Point technology: The most powerful local adjustment tools on the market**

DxO PhotoLab offers a complete RAW and JPEG processing solution based on optical corrections from mathematically established laboratory models, as well as such exclusive features as PRIME noise reduction technology and DxO Smart Lighting intelligent exposure optimization.

To provide photographers with all the tools they need to make local corrections, DxO purchased and integrated Nik Software's U Point technology into DxO PhotoLab. This exclusive technology, which millions of photographers enjoy, allows users to make complex selections in just a few clicks and apply local adjustments with Control Points, a unique system of equalizers and multiple correction tools. DxO PhotoLab is the only software to fully integrate U Point technology within a non-destructive RAW workflow.

With this latest version, DxO PhotoLab 2 has become an even more comprehensive image editing solution.

### **DxO ClearView Plus: Create show-stopping images**

DxO PhotoLab's exclusive DxO ClearView feature is a revolutionary tool that removes haze and enhances local contrast. The improved DxO ClearView Plus feature in DxO PhotoLab 2 lets users make even more dramatic adjustments without creating a halo around transitions between light and dark.



The results are spectacular. In just one click, users can remove haze without creating an unnatural effect around objects, edges, details, or transitions. When combined with PRIME, an exclusive denoising tool, users can optimize the image's dynamic range while still controlling noise.

For an even greater degree of flexibility, DxO ClearView Plus can be applied to the entire image or just to specific areas using local adjustment tools.

### **DxO PhotoLibrary: A comprehensive image production workflow**

DxO PhotoLibrary offers new image search, selection, sorting, and display features. A dynamic text field tool makes searching simple. As the search term is being entered, DxO PhotoLab 2 suggests all relevant interpretations and any results that match the user's personal database.

Users can search for images using a number of criteria, including shooting parameters (aperture, shutter speed, ISO), file name and extension, the date the photo was taken, and the number of stars assigned to the photo. The search results are displayed in a brand-new movable and adjustable vignette grid.

"With its automatic features and correction tools, DxO PhotoLab strives to help photographers express their artistic vision without compromising on image quality," says Jean-Marc Alexia, VP Marketing and Product Strategy at DxO Labs. "With the addition of DxO PhotoLibrary, DxO PhotoLab 2 has now advanced to the next level, giving users complete control over the image product process—from organizing photos to exporting them. By the end of the year, this new tool will incorporate additional search features, including keywords and many other criteria."

### **Support for DCP color profiles: New options for managing color in RAW images**

DxO PhotoLab 2 now supports DCP color profiles; this means it can deliver color renderings that are compatible with and close to those of third-party photo editing programs like Adobe Lightroom and Adobe Camera RAW as well as camera color calibration solutions like X-Rite ColorChecker Passport Photo and DNG Profile Editor.

### **Price & availability**

The ESSENTIAL and ELITE editions of DxO PhotoLab 2 for PC and Mac can be downloaded now from the DxO website ([shop.dxo.com](http://shop.dxo.com)) for an introductory price through November 18, 2018:

USD:

- DxO PhotoLab 2 ESSENTIAL Edition: \$99.99 instead of \$129
- DxO PhotoLab 2 ELITE Edition: \$149.99 instead of \$199

GBP:

- DxO PhotoLab 2 ESSENTIAL Edition: £79.99 instead of £99
- DxO PhotoLab 2 ELITE Edition: £119.99 instead of £159



Users do not need a subscription to use DxO PhotoLab 2. They can install the program on two computers with the DxO PhotoLab 2 ESSENTIAL Edition or on three computers with the DxO PhotoLab 2 ELITE Edition. Photographers who purchased a license for DxO OpticsPro or DxO PhotoLab 1 can get a discounted upgrade license for DxO PhotoLab by signing into their customer accounts at [www.dxo.com](http://www.dxo.com). A fully-functional, one-month trial version of DxO PhotoLab 2 is available on the DxO website: <http://www.dxo.com/dxo-photolab/download/>.

## About DxO

For over fifteen years, DxO Labs has been developing some of the world's most advanced image processing technologies, which have enabled over 400 million devices to capture the highest quality images achievable. DxO Labs develops multiple award-winning image editing software for Mac and PC, including DxO PhotoLab, a RAW conversion program featuring U Point technology; DxO FilmPack, a program that accurately reproduces the most iconic analog film effects; and DxO ViewPoint, the most sophisticated perspective and lens correction software available. In 2017, DxO expanded its catalog with the Nik Collection, a famous suite of seven creative plugins for Adobe Photoshop, Photoshop Elements, and Lightroom Classic.

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