



PRESS RELEASE

FOR IMMEDIATE RELEASE

New Nik Collection 2 by DxO Offers Unmatched Creative Possibilities and RAW File Compatibility

PARIS — June 5, 2019 — [DxO](#), one of the most innovative companies in the photography and image editing industry, has announced the release of the Nik Collection 2 by DxO, a major upgrade to the famous plugin suite for Adobe Photoshop, Lightroom Classic, and Elements. After bringing the Nik Collection back to the market with the software's first stable version with customer support in June 2018, DxO is expanding the plugin suite with over 40 new creative presets and high-resolution monitor support for Windows. In addition, the Nik Collection 2 now comes with DxO PhotoLab 2.3 ESSENTIAL Edition, DxO's recently released advanced RAW photo editing software.

Choose From More Than 40 New "En Vogue" Styles To Create Unique Images With A Single Click.

The Nik Collection 2, which has gained a significant following for its high-quality, creative filters, has added 42 new "En Vogue" presets to its original set of 156: 10 new recipes for Color Efex Pro, 10 new black and white presets to Silver Efex Pro, 12 new HDR presets to HDR Efex Pro, and 10 new tool combinations to Analog Efex Pro.

The latest filters in the Nik Collection 2 will take your photos' emotional impact to the next level. For example, "Blue Monday," which is available in Color Efex Pro, combines the fresh look of subtle Varitone coloring, the visual interest of cross processing, and the softness of slightly desaturated effect. "More Silver," which is available in Silver Efex Pro, pairs the crispness of silver toning with a fine grain, resulting in black and white photographs that feature a level of balanced contrast typically achieved through darkroom techniques. Photographers who would like to add a bit of nostalgia to their images can turn to "Burned Edges," in Analog Efex Pro to reproduce the burned-edge, vignetting, toning, and framing effects typical of old-fashioned analog cameras.

The "En Vogue" series was created in collaboration with Dan Hughes, a highly respected lecturer of photography at Rochester Institute of Technology and a former instructor with Nik Software. "I was honored to be a part of the expansion of the Nik Collection by DxO," he said. "The plugin suite has helped promote the art of photography, and the addition of new effects has significantly increased its potential by offering all photographers new creative opportunities."

Improved High Resolution Display With Windows

To better meet users' needs, the Nik Collection 2 now supports high-resolution monitors (HiDPI) with Windows. The graphic elements of the Color Efex Pro, Silver Efex Pro, HDR Efex Pro, and Analog Efex Pro plugin interface have been improved to ensure flawless readability when viewed through high-resolution monitors—just like with the macOS version.



All The Potential Of RAW Files Within An Optimized Workflow

DxO's recent surveys of Nik Collection customers revealed that nearly all users work in RAW. To help them harness the full power of this file format, the Nik Collection 2 by DxO now comes with DxO PhotoLab 2.3 ESSENTIAL Edition, DxO's advanced and multiple award-winning photo editing software. The software has been adapted to offer users direct access to the plugins from their workspace via a dedicated button and drop-down menu. After the image is edited in DxO PhotoLab 2, it can be quickly converted and sent to one of the Nik Collection plugins, where the photo can be further altered and enhanced with creative effects.

"By offering our advanced photo editing solution along with the Nik Collection 2, we are giving users access to DxO's powerful and high-quality RAW treatment technology as well as its unparalleled optical corrections, which were developed over fifteen years of measurements and analyses conducted in its laboratory," said Jean-Marc Alexia, VP Product Strategy and Marketing with DxO. "DxO also offers high-quality de-noising capabilities, smart exposure optimization with DxO Smart Lighting, and U Point local adjustment technology, which is now available for use with RAW images."

Dxo PhotoLab 2.3: Support For New Cameras

As well as providing access to Nik plugins directly from the software's workspace, DxO PhotoLab 2 continues to support new equipment. In addition to adding support for Leica M 10-D and M 10-P, Nikon D3500, Panasonic Lumix DC-S1, DC-S1R, LX100 II, Sony A6400, and DSC-RX100 VA, DxO PhotoLab 2.3 can now process files from Canon EOS RP and Olympus OM-D E-M1 X. It has also added more than 500 new optical modules to its library, bringing its total number of camera/lens combinations to 47,500.

To read the full list of all devices supported by DxO PhotoLab 2.3, visit: <https://www.dxo.com/en/dxo-photolab/supported-cameras/>

Price And Availability:

The Nik Collection 2 by DxO is now available for download on the DxO website (<https://shop.dxo.com/en/photo-software/dxo-nikcollection>) for £86.99/\$99.99/€99.99 instead of £125/\$149/€149, and £49.99/\$59.99/€59.99 instead of £69/\$79/€79 for the upgrade until June 30, 2019.

The ESSENTIAL and ELITE editions from DxO PhotoLab 2.3 are now available for download on the DxO website (<https://shop.dxo.com/en/photo-software/dxo-photolab>) for £112/\$129/€129 and £169/\$199/€199, respectively. DxO PhotoLab 2 users can download this upgrade for free.

About Nik Collection By DxO:

The Nik Collection by DxO includes seven plugins for Adobe Photoshop, Lightroom Classic, and Elements, offering expert photographers a palette of nearly 200 high-quality creative effects and filters as well as a number of retouching tools. Thanks to exclusive U Point technology, these plugins can be used to apply local adjustments to specific areas in the image with seamless precision.



About DxO PhotoLab:

DxO PhotoLab delivers a comprehensive RAW and JPEG processing solution featuring powerful optical corrections based on mathematical models developed in its laboratories, as well as such exclusive automatic tools as PRIME de-noising technology and exposure calibration with DxO Smart Lighting.

About DxO:

DxO is now one of the most innovative companies in the photography and image editing industry. It designs and sells the most high-performance photo editing software on the market for amateurs and expert photographers alike. One of its programs, DxO PhotoLab, is an advanced photo-editing software that was presented with the TIPA award for Best Image Editing Software in 2018. In 2017, DxO purchased the Nik Collection from Google. This famous creative plugin suite for Adobe Photoshop, Lightroom Classic and Elements is used by millions of photographers throughout the world.

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