



Alien Skin Software Announces Exposure 3 Plug-in for Adobe Photoshop CS5 Software

Adobe Photoshop CS5 64-bit support on Mac and Windows. Tight Adobe Lightroom integration. Hundreds of new presets including aged film and funky toy camera effects.

Raleigh, North Carolina – June 22, 2010 – Alien Skin Software today announces the immediate availability of Exposure[®] 3, the new version of its photography effects plug-in for Adobe[®] Photoshop[®]. Exposure provides accurate film simulation and a wide range of creative effects in a simple interface.

“Exposure has grown beyond film simulation into a creativity tool, especially with the addition of Lo-Fi and vintage effects,” said Tom Welsh, the architect of Exposure. “There is carefully researched science under the hood, but we keep the controls simple so photographers can focus on their art.”

“Alien Skin Software is helping Exposure users get the most out of Photoshop CS5 by quickly adopting 64-bit support”, said Bryan O’Neil Hughes, product manager for Photoshop at Adobe.

The most significant new features in Exposure 3 are:

- 64-bit support for Photoshop CS5 on both Macintosh and Windows
- Tight Lightroom[®] integration that does not require Photoshop
- Aging effects and vintage films such as Technicolor and old Kodachrome
- Simulation of Lo-Fi toy camera photography
- Hundreds of new settings in all categories, including more films, color toning, and aging
- User interface improvements such as a much faster preview and hover help

Tight Integration with Adobe Photoshop and Lightroom

Exposure 3 now works in Lightroom 2, including batch processing, and does not require Photoshop to be installed. Exposure 3 is one of the first plug-ins to work with the 64-bit version of Photoshop CS5 on both the Macintosh and Windows platforms. Exposure provides multiple techniques for non-destructive editing in Photoshop, including Smart Filter support and rendering effects on a duplicate of the original layer.

Creative Effects

Exposure brings all of the creative tools of film photography to the world of digital, such as discontinued films, dark room tricks, and lo-fi camera quirks. New in version 3 are vintage looks like Technicolor movie film and old Kodachrome that are distressed with dust, scratches, and vignettes to complete the illusion of age. Lo-Fi cameras like Holga and Lomo are simulated with lens blur, warped vignettes, and funky colors from cross processing.



Realistic Film Simulation

Exposure was developed through careful measurements of film grain and color both in the lab and in film archives. The result is grain that clumps realistically, unlike the uniform digital noise generated by other software. The color transformations of particular film stocks are done so well that Exposure can make your digital shots look exactly like stills from a vintage movie or snapshots in an old family album.

Ease of Use

Exposure 3 has over 500 presets that provide complex looks with a single click. To help get started and for advanced techniques, the Web site has a large library of [tutorial videos](#) and [example images](#).

Pricing and Availability

Exposure 3 sells for \$249 USD. Owners of any version of Exposure may upgrade for \$99 USD. Online or physical delivery is available through the Alien Skin website at www.alienskin.com. Free upgrades will be automatically sent to purchasers of Exposure 2 who purchased in April 2010 or later.

Host Requirements

Exposure 3 is a plug-in and requires one of the following host applications:

- Adobe Photoshop CS3 or later
- Adobe Lightroom 2 or later
- Adobe Photoshop Elements 7 or later
- Corel Paint Shop Pro Photo X3

System Requirements

Microsoft Windows users must have at least a Pentium 4 processor or compatible and Windows XP SP3 or later. Apple Macintosh users must have an Intel processor and Mac OS X 10.5 or later. A monitor with 1024x768 resolution or greater is required.

About Alien Skin Software

Alien Skin Software makes Photoshop plug-ins for photographers and graphic designers. We distill advanced math and cutting edge research into simple tools that render beautiful pictures. Our reputation for bug-free software and fast, friendly tech support has grown worldwide since 1993. For more information, visit our website at www.alienskin.com.

For marketing or product review information, e-mail press@alienskin.com or call (919) 832-4124.

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