



Voice: 919.832.4124  
Fax: 919.832.4065  
Web: [www.alienskin.com](http://www.alienskin.com)  
E-mail: [amedeor@alienskin.com](mailto:amedeor@alienskin.com)

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For immediate release

## Alien Skin Software Announces Exposure™

**Raleigh, NC (December 8, 2005)**—Alien Skin Software today announced Exposure, an all-new plug-in for Adobe® Photoshop® and other compatible host programs. Exposure brings the look and feel of film to digital photography. Photographers can now digitally simulate current and discontinued film stocks, as well as recreate a signature look as a one-click effect. Moreover, saturation, light temperature, dynamic range, softness, sharpness, and the addition of realistic grain can be managed in one step.

Foremost a film simulator, Exposure is based on the detailed analysis of real world film stocks. A photographer can now quickly and easily evoke the vivid colors of Velvia®, the rich blacks of Kodachrome®, or the sensitivity of Ektachrome®. Exposure includes presets that emulate the warmth, softness, and realistic grain of dozens of real world film stocks, both color and black and white. Plus, any preset can be the starting point for a signature look, adjusted it to suit a particular subject, or applied to a batch of images using Photoshop Actions.

Exposure adds realistic grain separately to the shadows, mid-tones, and highlights of an image. Unlike other digital products, Exposure does not add harsh, unrealistic noise to an image. Instead, Exposure models the size, shape, and color of real world grain. Exposure can even mimic the pronounced grain of films such as Ilford® 3200 Delta, as well as the discontinued Ektachrome EES and GAF® 500.

Collecting color, dynamic range, softness, and grain controls in one place, Exposure simplifies workflow. Photographers can now master one easy-to-use tool. Streamlined color and saturation controls warm/cool with a single. Exposure makes gamma correction and contrast changes less intimidating by adding high level contrast, highlight and shadow controls to curves editing.

Exposure includes several, additional features that address the needs of photographers. Exposure reproduces key studio and darkroom effects such as cross processing, push processing, and glamour portrait softening. 32-bit image support makes it possible to work with high dynamic range (HDR) images. Exposure encourages non-destructive editing, allowing users to render an adjusted image as a new layer in Photoshop. Exposure's advanced preview system includes an optional, split preview in addition to a before/after button. Exposure pairs unlimited undo/redo with fast rendering and lets photographers zoom and pan using Photoshop style keyboard shortcuts.

**Pricing and Availability:** Exposure will be available early in 2006 for an estimated street price of \$199. Registered users of other Alien Skin products will receive discount pricing when ordering direct from <http://www.alienskin.com>. Exposure will also be available worldwide through stores, catalogs and resellers.

Makers of award-winning plug-ins since 1994, Alien Skin Software writes and sells filters that users love.

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