



# Alien Skin Software Introduces Exposure X

## *New Creative Editing App for Photographers Now Available*

**Raleigh, NC (December 8, 2015)** - Alien Skin Software today introduced Exposure<sup>®</sup> X for OS X<sup>®</sup> and Windows<sup>®</sup>, a digital imaging app that helps photographers quickly organize, edit, and enhance their photos. Exposure X streamlines routine tasks and gives photographers a rich set of software tools for developing beautiful photos.

### **Creative Looks**

Exposure X imparts a human touch to digital photos through its carefully researched and flexible library of analog looks. Each look encompasses many subtle changes that work together to inspire a specific emotion. Exposure X covers every interesting corner of photographic history, such as funky Lo-Fi cameras, classic Kodachrome, modern portrait film, or all the way back to old-fashioned Daguerreotypes and autochromes. Photographers can explore these visual ideas for inspiration and then quickly refine them to develop their own personalized style.

### **Flexible Workflow**

Exposure X adapts to any workflow. It can be used as a plug-in for Photoshop and Lightroom, or as a complete photo editor on its own. When used as a standalone app, Exposure X is fast at photo organization, practical edits, and creative styling.

Exposure X is configurable so photographers can move tools exactly where they want them and hide ones they don't use. Users can browse preset styles visually with a grid of images to see how they will look on their photos. Exposure X edits non-destructively, so a photographer's original photo is never touched and changes can always be undone. Additionally, using proprietary algorithms Exposure X handles RAW images from a wide range of popular cameras.

"Our engineers have built Exposure X using its predecessor, the award-winning and popular Exposure 7 software as a starting point," said Finley Lee, CEO of Alien Skin Software. "I'm pleased to say that Exposure X now sets the new high-water mark, helping creative photographers at all skill levels keep up with their ever-expanding post-production work. Photographers can now spend less time on their computers and more time creating beautiful story-telling images that focus their inner visions for all the world to see."

### **Simplicity**

Other photo editing software relies on complex concepts which force photographers to do extra work to serve the software, such as catalogs and separate user interface modules. Exposure X offers a better way by intelligently streamlining a user's workflow, allowing them to focus on creative decisions.

Exposure X doesn't use a catalog, so users don't need to manually import photos into a database. Just browse to a folder of images and immediately get to work. Exposure X can use cloud storage for working on the same photos at home and on the road or even collaborating with other photographers.

Exposure X doesn't rely on separate modules, so the full set of editing tools are available at all times. In the middle of organizing their photo library photographers can develop a photo's style. No time is lost switching between modules.

## Pricing and Availability

Exposure X is available now from [www.alienskin.com](http://www.alienskin.com) for \$149 USD. Owners of any version of Exposure may upgrade for \$99 USD. Free upgrades will automatically be sent to everyone who purchased Exposure 7.

To help users get started and for advanced techniques, the Alien Skin [website](#) has a library of tutorial videos and example images.

## Host Requirements

Exposure X may be used as a standalone program or a plug-in. When it is used as a plug-in it requires one of the following host applications:

- Adobe Photoshop CS6 or Adobe Photoshop CC 2015 or newer
- Adobe Lightroom 6 or Adobe Lightroom CC 2015 or newer

## System Requirements

- Apple Mac users need OS X 10.10 Yosemite or newer
- Microsoft Windows users need Windows 8 64-bit or newer
- An Intel Core 2 processor or compatible
- A monitor with 1280x768 resolution or greater

## About Alien Skin Software

Alien Skin Software makes creative tools for photographers and graphic designers. The company distills advanced math and cutting edge research into simple tools that render beautiful pictures. Alien Skin software's reputation for bug-free software and friendly tech support has grown worldwide since its founding in 1993. For more information, visit the Alien Skin website at [www.alienskin.com](http://www.alienskin.com).

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