



## **Alien Skin Software Announces “Photo Bundle” of Photoshop Plug-ins**

*Photo Bundle includes the latest versions of Blow Up, Bokeh, Exposure, and Snap Art.*

Raleigh, North Carolina – August 17, 2009 – Alien Skin Software today announces the immediate availability of its Photo Bundle, a collection of award-winning photography plug-ins for Adobe® Photoshop®, Adobe® Photoshop® Lightroom®, and Photoshop® Elements. The Photo Bundle currently includes Blow Up 2, Bokeh, Exposure 2, and Snap Art 2 at a discounted price.

“The Photo Bundle brings all of our complementary image enhancement tools into one package,” said Jeff Butterworth, CEO and founder of Alien Skin Software. “Our products save photographers money by saving valuable time. Now they can save even more with this deep discount.”

The products in the Photo Bundle enhance a professional workflow by saving time, improving image quality, and providing creative freedom. In combination, these products are even more effective. For instance, Bokeh’s lens simulation and Exposure’s film simulation provide traditional photographic tools to make digital photos look more natural and less digital. Blow Up and Snap Art together can turn a photograph into a realistic oil painting that is suitable for printing on a large canvas.

### **About Blow Up**

Blow Up enlarges photos while keeping them crisp and clear. Blow Up takes the complexity out of preparing photos for printing with a user interface that intelligently handles resizing, cropping, and sharpening. The sophisticated enlargement algorithm produces photos dramatically sharper and more detailed than any other method.

### **About Bokeh**

Bokeh accurately simulates focus effects created by real lenses. Photographers use Bokeh to draw attention to their subject by manipulating focus and depth of field after the shot has been taken. From changing the depth of field to placing a radial sweet spot and adding a vignette, Bokeh has many tools for realistic blurring and altering the mood of a scene. Bokeh is the first software based on mathematics sophisticated enough to produce a natural blur and creamy highlights.

### **About Exposure**

Exposure accurately simulates a wide range of film stocks, including ones that were discontinued such as Polaroid®, Kodachrome®, and Scala®. Attention to the subtleties of film grain, contrast, saturation, and color cast brings back the unique looks of classic film. With over 300 presets for films, special effects, and dark room techniques, it is easy to get started with Exposure.



## About Snap Art

Snap Art turns a photo into a beautiful work of art with a single click. Choose a wide range of physical media, such as oil paint, watercolor, pencil, and charcoal. Detailed simulation of individual brush strokes and canvas texture gives results that are indistinguishable from handmade art. You make the creative choices while Snap Art takes care of all the tedious work of drawing brush strokes.

## Pricing and Availability

The Photo Bundle sells for \$349 USD. Owners of one or more of the products in the Photo Bundle can purchase it for \$249 USD. Online or physical delivery is available through the Alien Skin website at [www.alienskin.com](http://www.alienskin.com). A real live human (imagine that!) can take orders or answer questions at 888-921-SKIN (7546). The Photo Bundle is also available worldwide through stores, catalogs, and resellers.

## Host Requirements

All of the products in the Photo Bundle are plug-ins and require a host application. They will all work with the hosts listed below. Some of them will also work with other hosts. For details on each product, visit [www.alienskin.com](http://www.alienskin.com).

- Adobe Photoshop CS3 or later
- Adobe Photoshop Lightroom 2 or later
- Adobe Photoshop Elements 7 or later

## 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. For best performance on either platform, an Intel Core 2 Duo processor and 2 GB of RAM is recommended. 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](http://www.alienskin.com).

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

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