Alien Skin Software Announces Blow Up 3 Photo Enlargement Plug-In for Photoshop

Image quality is even sharper. User interface is now just as simple as Photoshop's resize command. Lightroom is supported. Runs faster.

Raleigh, North Carolina – September 19, 2011 – Alien Skin Software today announced Blow Up® 3, the new version of its photo enlargement plug-in for Adobe® Photoshop®, Photoshop Elements, and Photoshop Lightroom®. Blow Up enlarges photos while keeping them crystal clear, even at huge sizes. With a new simple user interface and support for Lightroom, Blow Up is easy to use in any workflow.

"Our best achievement in Blow Up 3 is image sharpness," said Terence Tay, the designer of Blow Up. "Even huge prints don't have any traditional computery artifacts."

Anyone who has enlarged a photo with traditional software has experienced the disappointment of blurry details and jagged edges. Blow Up 3 keeps edges sharp and smooth, even more so than in version 2. Especially in large prints hung on a wall, the difference between Blow Up and Photoshop is astounding. Blow Up does output sharpening depending on your paper type to make sure prints are crystal clear.

Blow Up is now simpler to use. If you understand Photoshop's resize command then you already know how to use Blow Up. Blow Up is even easier because it comes with presets for standard paper sizes.

Blow Up now works in Lightroom, which is where many pro photographers spend their time. Those pros will also enjoy Blow Up's new faster speed when they are enlarging batches of photos.

Pricing and Availability
Blow Up 3 will be available in November 2011 through www.alienskin.com for $199 USD. That is a price drop of $50 from version 2. Owners of Blow Up 1 or 2 may upgrade for $99 USD. Free upgrades will be automatically sent to everyone who purchased Blow Up 2 directly from Alien Skin Software in July 2011 or later.

Host Requirements
Blow Up 3 is a plug-in and requires one of the following host applications:
- Adobe Photoshop CS4 or later
- Adobe Photoshop Elements 8 or later
- Adobe Photoshop Lightroom 2 or later

System Requirements
- Microsoft Windows users need Windows Vista or later.
- Apple Macintosh users need Mac OS X 10.6 or later.
- An Intel Core 2 processor or compatible is required.
- 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 product review information, e-mail press@alienskin.com or call (919) 832-4124.

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