

Alien Skin Software Announces Significant Name Change To Exposure Software

Company rebranding reflects commitment to tools for creative photography

Raleigh, NC (August 29, 2019) - Alien Skin Software has been making tools for creative photographers, designers and other creative professionals, since 1993. Today the company is announcing a major rebranding of the company including [a new website](#), logo, and company name to Exposure Software, which reflects their major focus on Exposure, their creative photo editing product.

The new name will be transitioned in gradually, starting with an updated website logo and url at <https://exposure.software>. A new website and blog design will be published when Exposure X5 is released this fall.

“More than just a name change, the new branding initiative reflects the importance of, and commitment to, making Exposure the best photo editor for creative photographers,” said Finley Lee, Exposure Software’s CEO.

Exposure is an award-winning photo editor which specializes in film simulation, creative looks, and special effects. Many photographers rely on it to help create their signature looks. Exposure operates either as a standalone application that efficiently handles a full photography workflow, or as a plug-in to Photoshop or Lightroom.

About Exposure Software

Exposure Software makes creative tools for photographers and graphic designers. The company distills advanced math and cutting edge research into creative tools that help photographers and designers bring their vision to life. Exposure Software’s reputation is built on a strong foundation of feature rich and reliable software. Likewise, its friendly tech support has helped it grow into a worldwide brand since its founding in 1993. For more information, visit the Exposure Software website at <https://exposure.software>.

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