

**UNDER EMBARGO UNTIL:  
OCTOBER 21, 2015**

## Perfectly Clear announces Lucid, new automatic photo correction App for Desktop and iOS

*“Building on its reputation as the image correction technology of choice for professionals, Perfectly Clear introduces new software for everyday users and smartphone fans to enable effortless editing with flawless results.”*

New York, USA — October 21, 2015 — Today, Athentech Imaging Inc. announces the release of Lucid for iOS and Desktop (Windows and Mac), the one touch App that produces perfect images without time-consuming edits.

“Lucid makes it easy for anyone to make photos look their best without a lot of work” says Brad Malcolm, President of Athentech Imaging, Inc. After the success we had with our Perfectly Clear Plug-ins for pros and licensing for businesses, we’ve been asked to develop something new for the everyday lifestyle photographer —from social media mavens to avid hobbyists. “

Because it’s designed to counteract your camera’s limitations, Lucid will bring out the vibrant colors and light you saw when you snapped the shot. It also includes powerful presets like Beautify that make it easy to look your best every time.

There is serious science behind the proven technology—14 years R&D, 20 unique algorithms and multiple patented processes—but the new consumer version was designed to fix photos instantly with no editing expertise or extra work required.

“We all want great looking photographs, a chance to capture a memory and then share it with others. But frequently your smartphone or camera doesn’t quite get the job done,” Malcolm explains. “Lucid does the work for you so you can focus on the fun part of photography. We want you to enjoy capturing the best moments instead of spending your

time tossing on filters and adjusting countless sliders and buttons. It simply improves photos in an instant and lets you rescue the shots you used to delete.”

**Pricing & Availability**

Lucid iOS is available at the App Store for only \$2.99 (USD). Lucid Desktop for Mac and Windows is available for download at [hellolucid.com](http://hellolucid.com) for only \$29.00 for a limited time. The regular price for Lucid Desktop will be \$49.00. A free 30-day trial is also available. For more information, visit [hellolucid.com](http://hellolucid.com). To download the press kit, go to [athentech.com/media](http://athentech.com/media)

**About Athentech® Imaging Inc.**

Athentech® Imaging Inc. is an entrepreneurial, privately held company headquartered in Calgary, Alberta, Canada. The company is involved in three industries and markets: digital imaging, signal processing (for medical applications), and earth sciences. Athentech’s Perfectly Clear technology brings over 14 years of science and numerous patents to its professional and consumer offerings. For more information, please visit [www.athentech.com](http://www.athentech.com).