



**EMBARGO:
HOLD UNTIL SEPTEMBER 16**

Announcing the release of Perfectly Clear Plug-Ins 2.0 for Photoshop and Lightroom and LAB 5.0 for Business

*Newly enhanced photo correction software features 2x faster processing,
a more powerful automatic correction, next-generation Beautify and more*

Cologne, Germany — September 16, 2014 — Today, Athentech Imaging Inc announces the release of Perfectly Clear Plug-Ins 2.0 and LAB 5.0, the much-anticipated upgrades to their award-winning image correction software.

In addition to providing 20 automatic corrections with one click, both versions now feature upgraded algorithms that help photographers and photo processing labs deliver even better results in less time.

“We’re always thinking of ways to make it easier for our customers to avoid tedious editing so they can spend more time doing what they do best—capturing incredible images,” explains Brad Malcolm, President of Athentech Imaging, Inc. “So we spent the last few years re-engineering our technology to deliver the best shots with the least amount of effort. Now we’re excited to be able to deliver our fastest, most comprehensive, and most powerful suite of corrections to date.”

Plus, for the first time ever, the upgraded software will include Beautify, a very popular feature of the Perfectly Clear mobile app since its introduction. The next-generation of Beautify is a robust, automatic correction that’s unlike anything else in the market today. It uses advanced facial detection techniques to identify age, gender and key features including texture and skin tone.

Beautify provides 10 automatic corrections:

- Perfectly Smooth*
- Blemish Removal*
- Dark Circle Removal*
- Shine Removal *
- Face Slimming*
- Catchlight* (adds sparkle to the eyes)
- Eye Enhance*
- Eye Enlarge*
- Teeth Whitening*
- Skin Tone

*Corrections powered by FotoNation  FotoNation®

Perfectly Clear Plug-Ins 2.0 feature:

- Faster—re-engineered algorithms deliver at nearly 2x the speed
- Our most powerful auto correction yet – new algorithms
- New noise engine removes noise even more accurately
- Next-generation Beautify gives you 10 ways to look your best
- Full resolution zoom lets you quickly zero-in and maintain incredible clarity
- Opacity slider lets you blend your before and after images to your preference
- Split View gives you more ways to see the correction (just like our mobile experience)
- Import / Export presets let you easily share presets with your friends

Perfectly Clear LAB 5.0 For Business features:

- Re-engineered for large volumes—more reliable & robust
- New raw engine supports more raw file types
- Better control over PDF image processing
- Plus the same speed, noise & new Beautify upgrades as Plug-Ins 2.0

Pricing & Availability

Both Plug-ins 2.0 and LAB 5.0 are available for download at the Athentech Web Store: www.athentech.com. Perfectly Clear Plug-Ins 2.0 is now available for only \$149 (individual package) and \$199 (bundle)—a \$50 reduction from the price of previous versions. Existing users can upgrade individual Plug-ins for only \$75 and Bundle packages for only \$99. A free 30-day trial is also available. For more information, visit <http://www.athentech.com/products/plugins>. LAB 5.0 is now available for \$495/quarter, plus free of charge for existing customers. A free 15-day trial is also available. For more information, visit <http://www.athentech.com/forbusiness/lab>

About Athentech

Athentech Imaging Inc. (www.athentech.com) 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 is the world's most robust automatic image correction, bringing over 12 years of science and more than 10 patents to its professional and consumer offerings.

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