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onOne Software Announces Availability of Perfect Effects 3

The next generation of the popular PhotoTools plug-in allows photographers to easily create images with impact with or without Photoshop, Lightroom or Aperture.

Portland, OR– November 16, 2011 – onOne Software[®], Inc., a leading developer of innovative, timesaving solutions for professional and advanced amateur photographers, announced today the availability of Perfect Effects[™] 3.

Built new from the ground up with its own effects engine, Perfect Effects 3 is the next generation of the popular PhotoTools plug-in and builds on the popularity of its comprehensive and easy-to-use creative effects library by adding live, full-screen and cumulative previews and advanced controls for customizing effects. PhotoTools users loved the ability to easily stack multiple effects together to create their own unique look and now Perfect Effects takes the idea even further with the new blending options and the ability to limit effects to the specific color or tonal range of an image.

As photographers do more of their work in applications like Adobe[®] Photoshop[®] Lightroom[®] and Apple[®] Aperture[®], onOne Software has evolved its product line to support these changing workflows. Now photographers can choose to use Perfect Effects as plug-ins for Lightroom and Aperture or continue to use it as a Photoshop plug-in as they have always done. Photographers can also use Perfect Effects as a standalone product or as an integrated module in onOne Software's new Perfect Photo[™] Suite 6.

Key Benefits of Perfect Effects 3:

Complete Library of Professional Effects: Perfect Effects 3 offers a comprehensive selection of professional and creative effects that can be used individually or combined with other effects or presets—providing photographers with many options to achieve their photographic vision. Effects include black and white, vintage looks, film and darkroom effects, photographic filters, textures and borders, just to name a few.

Combining Effects: Effects can be combined by stacking them on top of each other, just like stacking filters on a camera lens. This allows photographers to explore their creative options and create their own unique look. Effect combinations can be saved as presets so they can easily be applied in the future.

Real-Time, Cumulative, Full-Screen Previews: Photographers will now be able to preview effects on their image in real time and in full screen. This includes the ability to preview how multiple effects will look on images when combined before they are applied.

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Blending Options: For photographers who want more control, Perfect Effects 3 now offers blending options for each effect, which will determine how and where an effect is applied without the need to make complex selections or masks.

Masking Tools: Perfect Effects 3 includes the popular masking tools originally developed and introduced with FocalPoint and PhotoTools 2.6. For photographers who want the greatest amount of control over how and where an effect is applied to their images, these tools provide an easy and intuitive method to achieve their vision.

Manual Controls: Photographers now have even greater creative control over how effects are applied and combined on images. New Manual Controls make it possible to adjust every element of an individual effect—not just the strength but also the color, tone and texture. This offers photographers a powerful way to apply an effect and then customize it to create their own unique look.

Supports Any Workflow: Perfect Effects 3 integrates seamlessly into a photographer's workflow of choice. For a workflow that is centered around Adobe Photoshop, Perfect Effects continues to work as a plug-in to both Photoshop and Photoshop Elements. Perfect Effects no longer requires a separate host application to be used with dedicated photography applications such as Lightroom and Aperture but can be used directly from within them. For the ultimate flexibility to adapt to any workflow, Perfect Effects 3 can also be used as a standalone application.

Availability

Perfect Effects 3 is now available as standalone product for \$99.95 and as part of the Perfect Photo Suite 6 for \$299.95 at <http://www.ononesoftware.com>. Registered owners of PhotoTools 1 or 2.x can upgrade to Perfect Effects 3 for \$69.95. For more information on upgrade options visit <http://www.ononesoftware.com/upgrade/>. For more information on Perfect Effects 3, go to <http://www.ononesoftware.com/products/suite/perfect-effects/>.

About onOne Software

onOne Software, Inc. a leading developer of innovative software tools for photographers, develops timesaving software solutions for professional and advanced amateur photographers. onOne Software solutions have been created to help photographers spend more of their time behind the camera taking pictures instead of the computer workstation. Such solutions include a wide range of easy-to-use applications and plug-in enhancements for Adobe Photoshop, Photoshop Elements, Photoshop Lightroom, Apple Aperture, iPhone and iPad applications. Founded in 2005, onOne Software is a privately held company located in Portland, Oregon. For additional information, visit <http://www.ononesoftware.com/> or call 1-888-968-1468.

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