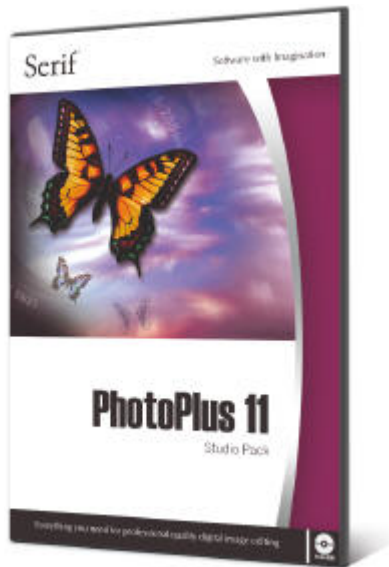


PhotoPlus 11

Reviewer's Guide

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This Reviewer's Guide is designed to provide all the information you need, plus links to extra resource material on our website that can assist you in your evaluation of PhotoPlus 11 Studio Pack.

Please do not hesitate to contact me on **0115 914 9104** or email me at msharp@serif.com if you would like a review copy of PhotoPlus 11 Studio Pack or any further information.

We look forward to receiving your valuable feedback on PhotoPlus 11 Studio Pack.

Best wishes,
Meg Sharp
PR Coordinator

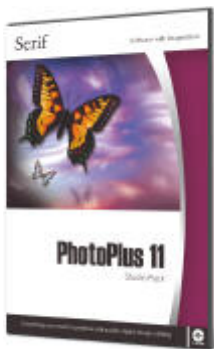
Press Release

Nottingham, UK
25 September 2006

Serif Launches PhotoPlus 11 Studio Pack

New version offers powerful image-editing and file management

Serif (Europe) Ltd, the UK's leading independent desktop publishing, design and graphics software developer, is delighted to announce the release of PhotoPlus 11 Studio Pack.



PhotoPlus 11 Studio Pack (List Price £59.99; upgrade prices available*) is the powerful new version of Serif's digital image editor and it's now more flexible and easy-to-use than ever. Combining an astonishing array of professional-level image correction and adjustment tools with enhanced usability features, PhotoPlus 11 Studio Pack is a superb choice for anyone wanting complete control over their photos and digital images. Also including AlbumPlus 4, Serif's flexible digital image organiser, PhotoPlus 11 Studio Pack offers exceptional value-for-money too.

Top new PhotoPlus 11 Studio Pack features:

- **QuickFix Photo Studio** – Quickly access powerful image correction tools
- **Documents Tab** – Easily navigate between multiple open files
- **How To Tab** – Get instant help on how to use tools and features
- **Crop to Print Sizes** – Instantly crop to common paper sizes
- **Screen Capture** – Easily grab any on-screen image

PhotoPlus 11 offers one-stop image correction with the new QuickFix Photo Studio, which enables users to apply cumulative image adjustments, such as lighting and colour, sharpening, crop, straighten and red-eye, from within one convenient window. The dual-image preview displays the changes in comparison to the original image and new undo/redo functionality allows for fast and flexible image correction. Included in the QuickFix Studio controls is the new Straighten tool – users

simply draw a line along a horizontal or vertical plane on the image, which PhotoPlus 11 uses as a reference from which to automatically rotate and straighten images.

Additional Toolbars and Tabs offer greatly enhanced accessibility to features and more intuitive workflow. The New Documents Tab displays thumbnails of all open image files, which can be clicked on to display the chosen image in the main editing screen, greatly improving navigation and workflow. Help is quickly on-hand with the new How To Tab, which hosts topics describing commonly used operations and provides links through to related Tutorials and the full topic in the Help menu. Easy access to the QuickFix Photo Studio, Filter Gallery, Instant Artist and Extraction tools is provided by the new PhotoStudio Toolbar. Further enhancements to ease-of-use include improved colour selection and management with new Themed Palettes and Swatches Tab.

The new Crop to Common Print Sizes feature takes the guesswork out of printing digital photos, ensuring that the image size fits the chosen paper size and the exact scene required is captured in print. Users can choose whether to use inches or centimetres and can select from a range of standard photographic paper sizes, such as 6 x 4 inches, 7 x 5 inches etc., or they can specify their own custom size to crop the image to.

The powerful new Screen Capture facility allows users to capture any part of their screen, whether to grab an article off the Web to share with a friend via email, supply an image of a technical error message to a support team or to use existing content as the basis for new designs. Allowing for speedy capture of the active window, full screen, selected objects or a selected area with a user defined Hot Key, and with options such as delay timer and cursor inclusion, this advanced feature offers many creative possibilities.

Text can now be added and edited directly on designs. Users simply grab the text tool, click and drag the cursor out to the desired point size and type away. The Context Bar offers all of the essential text editing options such as font, point size and bold, while the new Character Tab in the Studio Bar provides easy access to more advanced text editing tools, such as leading and kerning.

New filter effects have been added to the Filter Gallery, including Chromatic Aberration Remover, Lens Vignetting, Lens Filter, Lens Distortions and Depth of Field Blur, making it easy to achieve professional photographic effects. The Filter Gallery itself has been enhanced, now providing undo/redo functionality to add flexibility to the editing process and enhanced zooming for greater visual control when previewing filters.

PhotoPlus 11 has even more to offer... The new Pencil tool for pixel-level editing and anti-aliased brush strokes for sub-pixel level editing enable users to achieve a greater level of detail when designing, while new anti-aliased flood fill and colour selection tools offer smoother transitions. Enhanced layer management enables users to select and align multiple layers for easy manipulation and to duplicate layer objects by simply dragging them while holding down the Alt key. Creating animations is more efficient than ever with options to flatten frames, unify layer attributes across frames and clone multiple frames.

AlbumPlus 4 is also included in PhotoPlus 11 Studio Pack, enabling users to easily organise their image collections and retrieve files fast, thanks to a combination of powerful keyword and calendar-based search facilities. Also offering a selection of stylish print templates and the ability to create compelling slideshows with exciting image transitions, background music and even the option to include movie clips, AlbumPlus makes it both easy and fun to share photos with friends and family.

PhotoPlus 11 Studio Pack offers a fast and effective solution for anyone wishing to get the most out of their digital image collection.

“Serif PhotoPlus 11 Studio Pack makes powerful image-editing capabilities even more easily accessible to all PC users thanks to the excellent usability improvements in this latest version,” said Gary Bates, Serif’s Managing Director. “Digital image-editing is now popular with a vast number of home computer users as well as digital-imaging enthusiasts, and PhotoPlus 11 Studio Pack offers a wealth of possibilities for every level of PC user – and fantastic value-for-money too.”

* Existing users of Serif software should contact Serif on 0800 376 7070 for upgrade prices.

End

The Serif PhotoPlus 11 Studio Pack contains: PhotoPlus 11 Studio Pack Program CD and PhotoPlus 11 Studio Pack User Guide.

For further information contact: Meg Sharp. Tel: 0115 9149104 or email: msharp@serif.com

For print quality images visit: www.serif.com/company/press_sr_photoplus11.asp

Notes to Editors

Sales Information

Serif Sales Hotline:
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Serif Multi-User Site Licences:
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Email:
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Reseller & Distributor Information

For information on distributing or reselling Serif software in the UK please contact:

Tel: 0115 914 9158 • Fax: 0115 914 9105 • Email: channelsales@serif.com.

About Serif

Serif is the publisher of the award-winning software range that includes **PagePlus**, **PhotoPlus**, **DrawPlus**, **WebPlus**, **ImpactPlus**, **AlbumPlus**, **MoviePlus** and more. Founded in 1987 with the aim to develop low-cost alternatives to high-end publishing and graphics packages, Serif has been repeatedly praised for its powerful yet easy-to-use software which has put professional effects and demanding publishing tasks within the reach of ordinary PC users around the world. Now with over 2 million customers worldwide, Serif has 250 employees at its head office, development and European sales centre in Nottingham, UK and its North American sales operation in New Hampshire, US.

PhotoPlus 11 Studio Pack Resources

Click on the images below to download them in print quality or visit the PhotoPlus 11 Studio Pack Press Materials page on Serif's website:
www.serif.com/company/press_sr_photoplus11.asp

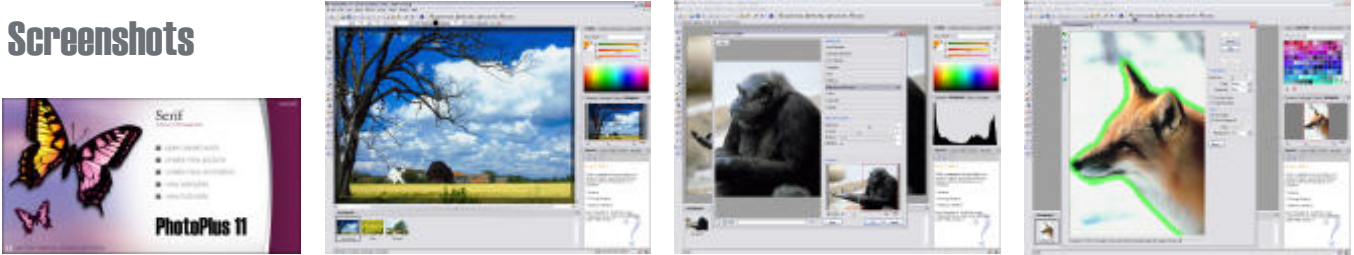
Boxshots and Logos

PhotoPlus 11

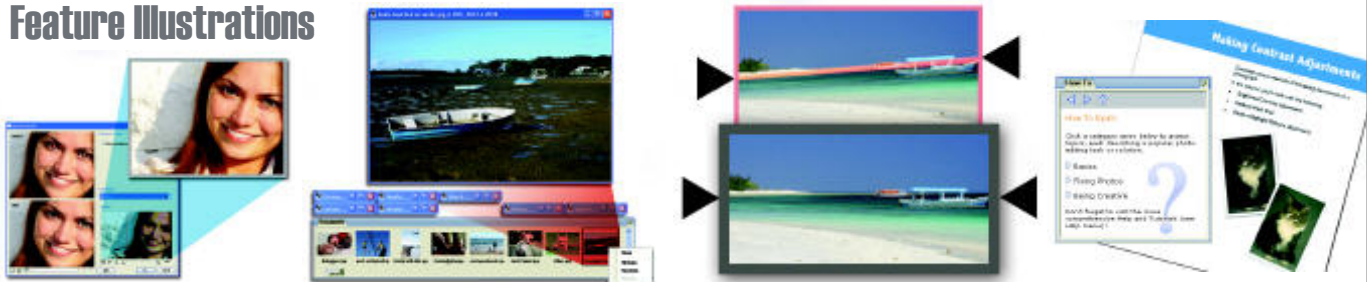
Studio Pack



Screenshots



Feature Illustrations



Serif's website is also a valuable resource for information on all of our software packages:

[PhotoPlus 11 Main Page](#)

[AlbumPlus 4](#)

[What's New](#)

[Screenshots](#)

[Overview](#)

[System Requirements](#)