

Phase One Releases Capture One Pro 7

New Processing Engine Drives an Image Quality Revolution

COPENHAGEN, October 25, 2012 — Phase One, the world's leader in open-platform, high-end camera systems and solutions, today released Capture One Pro 7. Capture One Pro is the advanced digital imaging software for professional photographers who require superior image quality, maximum workflow efficiency and the flexibility to work the way they want to work.

Capture One Pro 7 is a major release built on a new processing engine with new and advanced professional tools that dramatically boost out-of-the-box image quality, offering exquisite detail and color rendition. Powerful digital asset management functionality, derived from years of technical expertise built into the Media Pro catalog system, has been added to offer more options to select, search and organize image files. And the world's most advanced tethering shooting solution now includes Live View support for selected DSLRs.

"Phase One engineers have unique advantages in developing image processing software: their high-end digital hardware expertise, their enduring passion for perfection and their collaboration with some of the world's best photographers," said Linda K. Poulsen, Software Marketing Director, Phase One.

"Image quality is always our prime directive," said Niels V. Knudsen, Vice President of Innovation and Application Development, Phase One's popular 'Image Quality Professor.' "We are proud to introduce what we believe is the world's best professional imaging software, and we wish to thank photographers around the globe for inspiring us to meet their needs for high quality images with a natural look and feel."

A Revolution in Image Quality

Advancements in the Capture One raw processing engine yield vastly more accurate rendition of details and colors. While medium format camera systems with Capture One Pro achieve the highest-level results, DSLR users will see stellar performance from their cameras too. A highly advanced noise reduction algorithm has been added that gives stunning performance at even high ISO levels. Precision adjustment tools offer greatly enhanced dynamic range for astonishing details in both shadows and highlights, reveal fine details and structure, reduce the effect of haze and give images a more three-dimensional look and add local contrast and saturation to images for extra punch. The new OpenCL implementation yields faster browsing and higher-speed image processing.

Powerful Digital Asset Management

Next to the familiar and proven sessions approach, Capture One Pro users can now organize their image files via comprehensive and flexible catalogs. Incorporating powerful digital asset management features found in Media Pro, they can work with multiple catalogs at the same time; share catalogs with other users; switch between different catalogs without relaunching; easily tag images for later search and retrieval; and browse and adjust images when the original images files are offline.

Workflow Advances

From capture to final output, Capture One Pro 7 has been optimized for efficiency. Capture One Pro's support for instant tethered shooting is renowned for its ease (just plug in and shoot) with both medium format and high-end DSLR cameras. Now Live View is available for selected DSLRs aiding composition and critical focus.

Capture One Pro 7 has a selection of default lens profiles that can be chosen to automatically correct any unwanted optical issues. Capture One Pro 7 speeds delivery of final image files to clients and colleagues in whatever format, size, or resolution they need.

For a complete list of new and advanced features, please go to <http://www.phaseone.com/en/Image-Software.aspx>

Pricing and Availability

Phase One Capture One Pro 7 is available now for Mac OS X and Windows online at www.phaseone.com/store and from Phase One Partners. The price is 299 USD and 229 EUR. Owners of Capture One Pro 3/4/5/6 may upgrade for 99 USD and 69 EUR. Owners of Capture One Express may upgrade to Capture One Pro 7 for 249 USD and 199 EUR. For customers who have purchased Capture One Pro 6 since September 26, 2012, Phase One is offering a grace period, exempting them from the upgrade fee.

For more information, please visit Phase One at <http://www.phaseone.com>; or you can contact the team directly on Twitter at <http://www.twitter.com/PhaseOneWW> and on Facebook at: <http://www.facebook.com/pages/Phase-One/184811514906561>

About Phase One

Phase One is the world's leader in open-platform, high-end camera systems and solutions. Phase One cameras, digital backs and lenses are designed to deliver superior quality image capture and investment value. Phase One's Capture One and Media Pro software help streamline capture and post-production processes for both medium format and DSLR cameras. Phase One products are known for their quality, flexibility and speed enabling pro photographers shooting in a wide range of formats to achieve their creative visions without compromise.

Phase One is an employee-owned company based in Copenhagen with offices in New York, London, Tokyo, Cologne, Hong Kong, Shanghai, Sydney, and Tel Aviv.

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