

Contact: Kenneth T. Laerke  
CEO, Pixmantec  
Phone: +45 28520188  
ktl@pixmantec.com  
[www.pixmantec.com](http://www.pixmantec.com)

**Lou Desiderio**  
Synergy Communications  
Phone: +1 917-627-0912  
loudesiderio@optonline.net

Pixmantec

# Press Release

## **ANNOUNCING RawShooter | essentials 2006: FREE-OF-CHARGE PRICE POLICY CONTINUES!**

*RSE 2006 Features Faster Workflow, Additional RAW Formats  
and Now Supports RawShooter | Color Engine*

*RawShooter | premium 2006 Free Update is Optimized to  
Offer Faster Preview and Conversion Speeds using less memory  
and Supports New Nikon D200 Camera*

*RawShooter | Color Engine Upgrade supports Nikon D200,  
KM-5/7D and Other RAW Camera Formats*

**Orlando, FL. – February 25, 2006** – Pixmantec, a leading manufacturer of digital imaging software, continues to provide photographers at all levels of experience and expertise with the latest in RAW Workflow management technology with the introduction of **RawShooter | essentials 2006, RawShooter | premium 2006 V1.02 and RawShooter | Color Engine V1.1, all being FREE updates.** The software offers many new features, upgrades and is compatible with the most popular digital SLR camera models on the market including newly introduced models such as the Nikon D200, Canon EOS 5D, 1Ds Mark II, and 1D Mark II N, Sony R1 and several other brands and models. **RawShooter | essentials 2006** continues to be offered as a *forever* FREE download via Pixmantec's Website and has set the standard in the industry for quality, speed and certainly affordability.

Pixmantec has also released its latest update of the company's best-selling **RawShooter | premium 2006** RAW conversion software application. Designed as an upgrade path for **RawShooter | essentials 2006** users, **RawShooter | premium 2006** offers a "superset" of the features in the **FREE** version and is available as a \$99 download which breaks pricing tradition for full featured RAW converters.

--more--

For Release Thursday 23<sup>rd</sup> February 2006

[more](#)

“Pixmantec’s goal is to provide the best and fastest RAW conversion software available on the market at pricepoints which allow photographers at all levels to experience and enjoy the benefits of shooting in Raw,” said Kenneth T. Laerke, CEO of Copenhagen-based Pixmantec. “By providing RawShooter essentials as a FREE download, Pixmantec is providing a value-add to consumers and pros that is unprecedented in the marketplace. Our reward has been literally hundreds of thousands of downloads of **RawShooter | essentials 2005** with similar growth in our \$99 upgrade ‘premium’ suite,” Mr. Laerke added.

### **RawShooter | essentials 2006**

Pixmantec’s **RawShooter | essentials 2006** continues to be the ideal digital workflow tool for amateurs, students and enthusiasts who are just beginning to experience the benefits of shooting in the RAW format but don’t have an immediate need for the extended features and functions available in **RawShooter | premium 2006** upgrade path.

**RawShooter | essentials 2006** continues to provide an easy solution for two of the most common problems faced by digital SLR users today, namely editing large numbers of images and converting these into the best quality output with a minimum of time and knowledge. The software suite offers a range of sophisticated slider-driven correction tools using proprietary (patent pending) technology for obtaining optimum results with minimal effort by the photographer. In addition to its basic corrections to white balance, exposure compensation and saturation, the software offers noise suppression, sharpening and new scene adaptive image correction technology. The software supports over 65 proprietary RAW camera formats including Adobe DNG for the each natively supported camera.

### **RawShooter | premium 2006**

The ultimate purpose of Pixmantec’s **RawShooter | premium 2006** is to allow any photographer at any level of experience, to gain the most from their RAW workflow. This is achieved by reducing the need for several workflow products to a single, integrated software suite. Non-Destructive Image Versioning™ (NDIV™) is an integral part of the RawShooter design philosophy.

The new update of **RawShooter | premium 2006** incorporates all the features and functions that has made it one of the best-selling RAW conversion software products in the industry, along with new speed, quality, feature and resource optimizations. Key features include:

- RAW vs. RAW Comparison which allows side-by-side comparisons of similar images taken seconds apart to quickly compare and determine the optimum image while safely discarding the others.
- Integrated Downloader quickly transfers RAW files from an external card reader or other source to a specific target directory on the computer for instant viewing and color correction
- Image Formatting Toolbox allows photographers to format their images such as correct skewed horizons with “Horizon Straighten”, rotate images as required and crop images.

--more--

- Personalized Appearances (User Adjustment Presets) allows photographers to save a combination of corrections as a personalized appearance such as the ability to match the output of high saturation slide films.
- FastProof™ quickly (Approx. 1 sec per RAW file) allows the creation of low resolution proofs to send to clients for approval or to family members and friends, while FastProofHQ™ creates high resolution proof sized TIF and JPEG RAW conversions as fast as 1 every 2 seconds. This essentially eliminates the need to shoot RAW+JPEG which maximizes camera memory capacity.
- Curves / Levels allow Curves and Levels adjustments of an image and also allows users to save a custom curve for future use.
- Magnifier (Digital Loupe) enlarges small sections of an image to determine sharpness
- FastBrowse allows the software to act as a browser for large numbers of RAW thumbnails without degrading the performance of the host PC
- Scene Adaptive Technology™
- New “Re-size” functionality allows the creation of Print-Ready conversion files.
- Additional features and functions including with **RawShooter | premium 2006** include: Interpolation, Noise Suppression software, Batch Renaming, Vibrance and Color Balance Correction Tools.

### **RawShooter | Color Engine**

Beyond its compatibility with newer camera models introduced to the marketplace, **RawShooter | essentials 2006** is now compatible with Pixmantec's **RawShooter | Color Engine** Plug-In, which offers sophisticated color profiles for a variety of Canon and Nikon digital camera models. With this new update, the proprietary camera color mapping are now available for selected Konica-Minolta and Pentax RAW camera formats as well. Like many aspects of photography, “color” is very subjective and can be interpreted differently. **Pixmantec's RawShooter | Color Engine** (powered by technology and intellectual property licensed from Etcetera Consulting) provides a great alternative to the standard “internal” camera color profiles included within RawShooter for each supported camera. The plug-in software is easy to install, use and maintain, regardless of the photographer's experience or skill level. The **RawShooter | Color Engine** Plug-In is available as a software download at [www.pixmantec.com](http://www.pixmantec.com) for \$59.00. Future Upgrade versions to Color Engine will be available for \$29.95 for existing users. This first Upgrade is being made available for free, as a thanks to the early adopters of RawShooter | Color Engine

These new additions build on existing features and functions that have made the **RawShooter | essentials 2006** software suite an incredible success. User feedback from the 2005 version was overwhelmingly positive and has allowed Pixmantec to take suggestions from existing users and incorporate some of these suggestions into its 2006 version.

--more--

**EDITOR'S NOTE:** Review samples of Pixmantec's **RawShooter | premium 2006** software is available by contacting Lou Desiderio at 917-627-0912 or via email at [loudesiderio@optonline.net](mailto:loudesiderio@optonline.net).

The Pixmantec website contains Press Kit, Design Guidelines and packshots for download [http://www.pixmantec.com/company/press\\_and\\_info.html](http://www.pixmantec.com/company/press_and_info.html)

### **Pixmantec – The Story So Far**

Building on years of experience at the forefront of the imaging industry, **RawShooter | essentials 2005** was the first of its genre to offer a complete workflow management solution for the digital RAW format. Since its release at PMA on February 20<sup>th</sup> 2005, **RawShooter | essentials 2005** has seen an unprecedented number of downloads since it is a FREE download and free forevermore. User feedback has been extremely positive with the majority of users supporting the claim that the software produces the best quality output on the market today at the quickest speed and workflow. Media reviews have agreed with several "Five Star" ratings - including the **American PHOTO Magazine Editors Choice 2005** award and favorable reviews from leading technology experts.

**RawShooter | essentials 2006** and **RawShooter | premium 2006** are the only products to provide a total solution for the two most common problems faced by DSLR users today, namely editing large numbers of pictures and converting these into the best quality output with the minimum of time and knowledge. Our **RawShooter** family of products have a range of sophisticated slider driven correction tools which use proprietary technology "behind the scenes" to give the best possible results with minimal effort. As well as the basic corrections to white balance, exposure compensation and saturation, the product offers ground breaking noise suppression, sharpening and new scene adaptive image correction technology. Support for both products is via online forums, staffed by industry experts, including a German language forum.

Pixmantec are committed to providing cutting edge tools for the digital photographer via their 'PHOTOGRAPHERS TOOLBOX' concept. **RawShooter | essentials 2005** was the first in a long line of planned product releases, each using the core philosophy of providing tools that are designed specifically for photographers.

### **Company Information**

Pixmantec is located in Copenhagen, Denmark. The company was founded in 2004 by Michael Jonsson and Kenneth T. Lærke.

In the coming year Pixmantec is planning to launch several digital imaging software applications exclusively for the Windows platform. These will be split into separate product lines each supporting individual digital image file formats (JPEG / RAW Adobe DNG). The software applications are designed with both professional photographers and amateurs in mind given the recent explosion in sales of digital cameras and associated software in both consumer sectors.

The tools provided by Pixmantec for image editing are based on patent-pending proprietary technologies.

- END-