

Media Releases

PRESS RELEASE

September 21, 2010

Year in Review: ACDSee Pro 3 Earns Top Awards, Offers Greater Customization, Online Functionality

VICTORIA, British Columbia – Pro photo industry awards, optimization for Windows® 7 and regular additions to the ACDSeeOnline.com service including a Facebook® upload tool are just some of the highlights from the past year for ACDSee™ Pro 3, the leading digital imaging software application that quickly processes RAW images, accelerates workflow and facilitates image sharing.

Since ACDSee Pro 3's introduction in 2009, photographers have responded positively to what the program has to offer. Direct online sales of ACDSee Pro 3 are up more than 30 percent compared to ACDSee Pro 2, according to ACD Systems.

"ACDSee Pro 3 connected directly with the audience because thousands of professional photographers helped shape the program as a whole during the development stage," said Cam Carmichael, product manager. "The result is a robust program that meets their specific needs for speed and flexibility."

Program enhancements

In spring 2010, ACD Systems launched an update that provided additional flexibility when processing digital images and publishing those images online. Among the list of refinements in the update were the following new capabilities:

- **Netbook compatibility:** To enhance functionality for popular and lightweight netbook computers, some dialog boxes have been redesigned to make the interface compatible with resolutions of 1024x600 and higher.
- **Interface display theme switching:** Two display themes are available for ACDSee Pro 3's newly refined interface: charcoal and silver.
- **Improved RAW processing performance:** Processing large RAW files makes more use of the background task engine, which allows the user to move to the next image or mode more quickly.
- **View original:** Users have the option to see their original, unprocessed image in View mode.
- **Workflow customization:** Users have the option to permanently commit Develop settings or Edit adjustments to selected images.

Online enhancements

ACDSeeOnline.com is accessible from the Online mode of ACDSee Pro 3, which allows photographers to easily store and share images online without leaving the application, and connects users to a free 2 GB account. ACDSee Pro 3 users can access these new capabilities available on ACDSeeOnline.com:

- **Social media crossloaders:** Users can easily transfer images on ACDSeeOnline.com to other sites, beginning with the leading social networking community, Facebook, and Twitter™.
- **Print capabilities:** Print high-quality prints using fotoflot® and myPix.
- **One-stop sharing:** Users can e-mail or crossload images in one central location.
- **RSS:** Visitors can subscribe to the latest photos that have been made public on ACDSeeOnline.com. Subscribe by author, album, tag or to all new photos.
- **Private messages:** Logged-in users are able to send each other private messages within ACDSeeOnline.com.
- **Sorting:** Users can sort the photos they upload so they display in their preferred order. Sort by title, date uploaded, size or by number of public views.
- **Full-size image download:** Users can choose to allow others to have access to the largest available images that have been uploaded to the site. This feature allows print-quality photos to be shared.

- **Add keyword tags:** Users can add keywords to photos on ACDSeeOnline.com. When these photos are downloaded back to a computer through Transfer mode by an ACDSee user, this metadata is read as ACD database keywords.

International awards

Since the introduction of ACDSee Pro 3, professional and advanced amateur photography media took note. The program captured three top industry awards from leading photography publications shortly after its initial release:

- *Professional Photographer* magazine awarded ACDSee Pro 3 a 2010 Hot One Award in the Digital Asset Management category.
- *Digital Photo* selected ACDSee Pro 3 for its Editors Choice picks. The editors noted that Pro 3 “speeds up workflow through its user interface.”
- The German magazines *CHIP*, *DigitalPHOTO* and *PCgo* bestowed a Best Ranking on Pro 3.

Windows 7 Compatible

ACDSee met Microsoft’s standards for compatibility and reliability on Windows 7, and has been verified on the latest operating system.

Availability

ACDSee Pro 3 is available for a free 30-day trial and for purchase at \$169.99 (USD) by visiting www.acdsee.com.

About ACD Systems

Headquartered in British Columbia since 1993, ACD Systems International Inc. is one of the world’s leading developers and marketers of digital imaging software, including the renowned ACDSee image management tool and Canvas, an advanced technical illustration and graphics program. ACD Systems has millions of consumer and business users and more than 33,000 corporate customers, including many Fortune 500 companies. For further details, please visit www.acdsee.com.

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