



## **Miami Shores Photography Studio finds the KlearVision's Photo-D technology available in CPAC *Perfect Pro* Image-Correction Software an invaluable tool**

**Holon, Israel and Miami Shores, Florida – May 23, 2006 – KlearVision Digital and CPAC announces the recent successful installation of its DIMA award-winning *Photo-D* automatic image correction solution at Roy Llera Photography, Miami Shores, FL. Roy Llera Photography is a full-service photography studio specializing in weddings, portraits and more. KlearVision's award-winning *Photo-D* technology employed CPAC distributor *Perfect Pro* software line utilizes a comprehensive, rule-based Intelligent Expert System (IES) that automatically optimizes and enhances digital image files, preparing them for printing or viewing.**

KlearVision will be showcasing its entire line of *Photo-D* software in booth #W1D102 at All In Print China, being held June 14 – 17 at the Shanghai New International Expo Centre (SNIEC); and at the Expo 2006 Shanghai on July 13-16, 2006. where attendees will have the opportunity to see live demonstrations of the popular software.

### **Roy Llera Photography**

Roy Llera Photography, established in 1989, caters to upscale clients and is a full-service photography studio. Roy Llera himself has been in the photography business for 24 years.

Part of what separates Roy Llera Photography from the crowd is its recognition that people – the studio's clients – truly want to retain much of the “analog” experience of photography. For instance, the studio still includes 4x6 proofs as part of the product offering to clients, whereas many studios have moved away from that practice. Llera says that people enjoy holding the pictures themselves, and that the physicality of a photo confirms an event's value.

As such, the studio runs through thousands of proofs a week. A standard package for a wedding typically generates 800-1000 proofs. Llera continues to include 4x6 photograph proofs in addition to online and DVD proofs for customers to view, but recently decided he should research his opportunities to generate these hard copy proofs in a more efficient and cost-effective manner. Llera, with the help of Studio Manager Todd Plager, decided on utilizing KlearVision's *Perfect Pro* automatic image-correction software after Plager saw it advertised in a trade journal.

### ***Photo-D* Line Eliminates Hours of Correction**

*Photo-D* is a comprehensive, rule-based “expert system” that automatically optimizes and enhances digital image files, preparing them for printing or viewing. Relying on proprietary “fuzzy logic” and “artificial intelligence” (AI) algorithms, *Photo-D*, in effect, emulates the decision-making expertise of a digital imaging professional to analyze, correct and produce high-quality image files. From these files, anyone – from a photo lab technician to a photo hobbyist; from a publishing house to a minilab at the corner drug store – can create exceptional images that are accurate in every way.

*Perfect Pro* is customized through a preferences window that can be named, saved and used again. Customizable options include: Dark details; White balance; Selective Hues; Sharpen/Soften; Paper type; Input/Output device; and Print size and resolution. *Photo-D* technology in *Perfect Pro* performs Under-Over Exposure, Adaptive Local

Contrast Enhancement, Image Based White Balance, 3D Gray Balance, Skin Tone Enhancement, Adaptive Sharpening+Noise Reduction and more. This version enables multiple size setting (smart scaling) and crop options with ICC workflow also available. Perfect Pro optimizes the enhancement of hundreds of photos in a set per one mouse click. Images are then displayed side by side, for easy comparison and selection.

Plager says, “Before KlearVision and using a different application, it took us 8 man-hours to get 1000 photos corrected. With Perfect Pro, we reduced that 8 hour time block to about 3, depending on variables like lighting. Perfect Pro is just what we were looking for and adds some “snap” to these files.”

### **Easy to Use Software**

Plager typically starts the automatic image-correction process by loading 500 images into KlearVision’s *Perfect Pro* program, which comes preinstalled with a number of profiles (set of rules applied to an image). This process takes the program about a half hour, depending on the volume of images he is processing.

The software is configured to run in auto mode, however it provides Plager with the option to also customize profiles to his own preferences and needs. Plager can also tweak individual images and save those changes as new custom profiles that can be used for future auto-corrections. Quick keys can be assigned to any custom profiles for fast access in future image processing.

“I can load hundreds of images and simply let the program run itself. It doesn’t take long to process and it doesn’t require any extra attention, freeing me to get other things done,” Plager says.

“KlearVision’s *Perfect Pro* is very cost-effective and easy to use; anyone who works with color-correction and color printed proofs will instantly see the program pays for itself within one or two jobs if they are doing the same volume as we do,” Plager says. “This is a really great tool that can fit pretty much into any workflow and it doesn’t take a considerable amount of time to use. It produces a great result.”

### **About Roy Llera Photography**

Roy Llera Photography, based in Miami Shores, FL; is a full-service boutique photography studio specializing in weddings, portraits and commercial photography. More information can be found at: [www.royllera.com](http://www.royllera.com) .

### **About KlearVision Digital**

K.V.D. KlearVision Digital LTD is a leading provider of automatic digital photo correction expert systems for the digital imaging world. Moshe Keydar, a leading color imaging expert, together with colleagues from the Image Processing and Imaging Technology sectors, founded KlearVision Digital in 2000. For more information, please visit: <http://www.klearvision.com> or [www.cpacasia.com](http://www.cpacasia.com)

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