

KlearVision Digital LTD to launch Photo-D, a unique Automatic Photo Enhancement software product family at Photokina 2004 September, 2004

KlearVision digital is pleased to announce the international launch of its unique and innovative Photo-D product family at Photokina 2004. This follows a successful limited launch with leading European early adaptors in which the product range received enthusiastic response from professionals and home users test groups.

The KlearVision **Photo-D Charmer** enables digital camera and home PC users to enhance their digital photos using an automatic, user friendly, expert system designed for ordinary home users with no color expertise what so ever.

The increasing use of digital cameras has dramatically decreased the percentage of photos being printed by consumers. Recent surveys show that less than 27% of the digital photos taken are printed due to the frustration of users from the quality of the photos and due to the absence of enhancement tools that will allow them to enhance their memories and souvenirs without the need to be color experts.

Klearvision is unveiling 4 new products

Photo-D Charmer for home users

Photo-D Pro I for professional photographers

Photo-D Pro II for photo finishing labs

Photo-D O.E.M. for Camera & Cellular vendors

and Digital Imaging solution providers

The **Photo-D Charmer** is targeted at "leisure" digital camera users who are capturing memories of their family and friends or special occasions such as holidays, birthdays and weddings. Once the images are downloaded to the PC, the easy-to-use **Charmer** improves the quality of full sets of photos in one mouse click, enabling swift correction of Red Eyes, and then allowing the user to choose the best result for archiving or printing.

The **Photo-D Pro I** is targeted at professional photographers who use digital cameras in public events, weddings and other events and need to provide up to 1000 high quality corrected photos per day with short delivery terms. The **Pro I** allows them to modify the expert system parameters to their preferred liking and to process massive amounts of photos per day.

The **Photo-D Pro II** is targeted at Micro, Mini and Large photo labs that need to process automatically large amounts of photos per day and need the process to be incorporated in their workflow. **Pro II** has a built in Hot Folder workflow and fully automatic Red Eye correction allowing the whole process to be unmanned.

The **Photo-D O.E.M.** is targeted mainly at digital imaging vendors and solution providers that need this enhancement functionality in their product offering, and at digital camera and cellular vendors for Embedded solution.

KlearVision will be demonstrating the full product range at Photokina in Hall 14.2, Stand G-046. Photo-D Charmer will be available for download from our internet site at a reduced exhibition price during Photokina period. Klearvision staff will also be available on stand for previews during the press day on September 27th. Please contact Klaus Otto or Avi Raby at contact@klearvision.com to arrange a demonstration on this or any other day of Photokina.

For more information visit us also at www.klearvision.com

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