



## Alien Skin Software Announces Availability of Exposure™ 7

*Now features non-destructive RAW editing capability - Fast file browsing -  
Crop & Rotate tool - Brand new film emulation presets and textures*

**Raleigh, NC (December 10, 2014)** - [Alien Skin Software](http://www.alienskin.com) today announced the immediate availability of Exposure 7, the latest version of its flagship photography effects software. Now featuring non-destructive RAW editing as a standalone program, Exposure 7 enables digital photographers to achieve accurate analog film emulation and creative effects faster and easier than ever. Exposure 7 can also be used as a plug-in for Lightroom and Photoshop for even greater flexibility.

Exposure 7 brings all the creative tools of a traditional photographic darkroom to the world of digital, such as the look of discontinued films, printing techniques, and borders and textures. Popular classic films like Kodachrome, Velvia and TRI-X have been carefully analyzed in order to faithfully simulate their characteristic tonal ranges and grain structures. Over 470 preset effects can be applied with a single mouse click, helping photographers achieve their desired look quickly. Exposure 7 integrates both color and black-and-white processing so there is no need to switch between tools.

“Exposure continues to embrace a more complete creative solution so there is less need for users to jump between programs in order to realize their artistic vision,” said Alien Skin CEO, Finley Lee. “With the introduction of Exposure 7, our engineers have added RAW image editing, non-destructive editing, and new textures and presets. This back-to-basics approach is designed to help our customers easily make beautiful and creative images.”

Aside from RAW support, Exposure 7 now provides rapid folder and file browsing so a user can quickly pull up individual photos or batches of images and get right to work on them. A crop-and-rotate tool and easy exporting functionality rounds out the new additions to the standalone version’s user interface.

Alien Skin’s Exposure has its roots in film emulation and darkroom effects, and version 7 includes a number of new additions in this area. For color photographs, new versions of Kodak Portra 160, 400 and 800 are present and correct, as are Fuji Pro 800Z, Sensia X-TRA 400 and 800, and Kodak Gold 200 and 400. For monochrome images, Ilford XP2 400, Kodak BW400CN and T-MAX 400 have been added and Exposure’s split toning effects have all been updated and enhanced. Dozens of new textures developed by industry-leading photographers Lara Jade, Parker J Pfister and Andrew Funderburg have also been added.

Aside from its powerful functionality as a standalone program, Exposure 7 also integrates with Adobe® Photoshop® and Lightroom® to provide photographers with a variety of options to best suit their workflow.

To help users get started and for advanced techniques, the Alien Skin website has a library of [tutorial videos](#) and [example images](#).

## Pricing and Availability

Exposure 7 will be available for immediate download from December 10th, 2014 through [www.alienskin.com](http://www.alienskin.com) for \$149 USD. Owners of any version of Exposure may upgrade for \$69 USD. Free upgrades will be automatically sent to everyone who purchased Exposure 6 directly from Alien Skin Software since its launch in June 2014.

## Host Requirements

Exposure 7 may be used as a standalone program or a plug-in. When it is used as a plug-in it requires one of the following host applications:

## Host Requirements

- ☒ Adobe Photoshop CS6 or Adobe Photoshop CC 2014 or later
- ☒ Adobe Lightroom 5 or later

## System Requirements

- ☒ Apple Mac users need OS X Mavericks (10.9) or later
- ☒ Microsoft Windows users need Windows 7 or later
- ☒ An Intel Core 2 processor or compatible
- ☒ A monitor with 1280x768 resolution or greater

## About Alien Skin Software

Alien Skin Software makes creative tools for photographers and graphic designers. The company distills advanced math and cutting edge research into simple tools that render beautiful pictures. Alien Skin software's reputation for bug-free software and friendly tech support has grown worldwide since its founding in 1993. For more information, visit the Alien Skin website at [www.alienskin.com](http://www.alienskin.com).

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