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## PRESS RELEASE

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### *PHOTOLIFT* BY PIXEL VISTAS BRINGS DULL IMAGES TO LIFE

Canberra, Australia, 11 December 2006 - Software company Pixel Vistas today releases a new tool for digital photographers. *PhotoLift*, a plug-in for Adobe® Photoshop®, is used to enhance local contrast in digital images.

With use of RAW capture on the rise, photographers are increasingly interested in tools which help extract the highest quality from their images. *PhotoLift* is such a tool, allowing photographers to strengthen detail and texture in their photographs without changing overall tonality.

*PhotoLift* takes advantage of a new, non-linear filtering technique to minimize filtering artifacts. It is useful in many image-editing situations, particularly in fine-art and landscape photography. It can help cut through atmospheric haze, emphasize form and structure in clouds, and bring out fine detail wherever it is lacking.

*PhotoLift* can be downloaded from <http://www.pixelvistas.com> and is available for free evaluation. It requires Adobe Photoshop and Microsoft® Windows®.

Pixel Vistas is a new software company based in Australia. They provide image editing tools for digital photographers.

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