



<http://www.pixelvistas.com>

[info@pixelvistas.com](mailto:info@pixelvistas.com)

## PRESS RELEASE

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Contact: Matthew Hollingworth

Email: [info@pixelvistas.com](mailto:info@pixelvistas.com)

### **PHOTOLIFT 2.0 PROVIDES SIMPLE CONTRAST ENHANCEMENT TOOLS FOR DIGITAL PHOTOGRAPHERS**

Canberra, Australia, 25 September 2007 - Pixel Vistas today releases a major revision to *PhotoLift*, its popular image-editing plug-in for Adobe® Photoshop®. The upgrade brings improved speed and ease-of-use, while maintaining its ability to independently manipulate local and global contrast levels in digital photographs.

The plug-in now features an entirely new user interface. Paint, fill and erase tools allow contrast adjustments to be selectively applied to an image. A unique “brush preview” offers a live preview of the brush effect without committing changes to the image. Finally, a new “texture” effect offers further control over the appearance of the texture being enhanced.

For photographers, *PhotoLift* offers complete control over all aspects of image contrast. With its unique ability to enhance image detail and texture separately from overall contrast, the plug-in is a powerful tool for creative expression and visualisation.

*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 software company based in Australia. They provide image editing tools for digital photographers.

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