



## **FOR IMMEDIATE RELEASE**

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Image Trends, Inc.™ (ITI) announces the availability of the Fisheye-Hemi Plug-In for the Apple Aperture™ 2.1 photo editing and management tool

*Image Trends collaborates with Apple to market a popular plug-in that extends the editing capability of Aperture 2.1*

**Austin, Texas (May 19, 2008)** – Image Trends, provider of innovative digital imaging tools, today announces the release of the Fisheye-Hemi Plug-In for Aperture 2.1, Apple’s groundbreaking photo editing and management software.

The Fisheye-Hemi Plug-In filter set provides correction for hemispheric fisheye lens distortion, working seamlessly within Aperture's photo editing and management environment. Photographers can now easily preserve a normal view of people by not distorting their faces and bodies, as the plug-in straightens vertical lines. Fisheye-Hemi Plug-In uses almost all of the pixel data in that view with no loss of image resolution while displaying the intended composition and framing better than other un-warping programs.

“The Fisheye-Hemi Plug-In offers quick and effortless correction of fisheye lens distortion directly within user's Aperture image library,” said Dan Sullivan, president and CEO of Image Trends, Inc. “Our objective is to quickly provide our other unique workflow productivity tools in Aperture 2.1 versions. We plan to offer PearlyWhites and ShineOff Aperture Plug-Ins within the next 60 days with other products to follow.”

The Fisheye-Hemi Plug-In is also available for Photoshop on Mac and Windows based machines. The Mac user will now have a choice of purchasing the Fisheye-Hemi Plug-In for Adobe Photoshop or Aperture. Each plug-in is priced at US\$29.95. New customers that want the Fisheye-Hemi technology in both Photoshop and Aperture will receive a 50% discount on the second copy applied at time of purchase. Existing users of the Mac version of Fisheye-Hemi for Photoshop will be notified by ITI of the opportunity to purchase the Aperture version at a 50% discount.

***Fisheye-Hemi- It's for People***

**Image Trends, Inc.**

**Fisheye-Hemi Plug-In for Aperture 2.1**

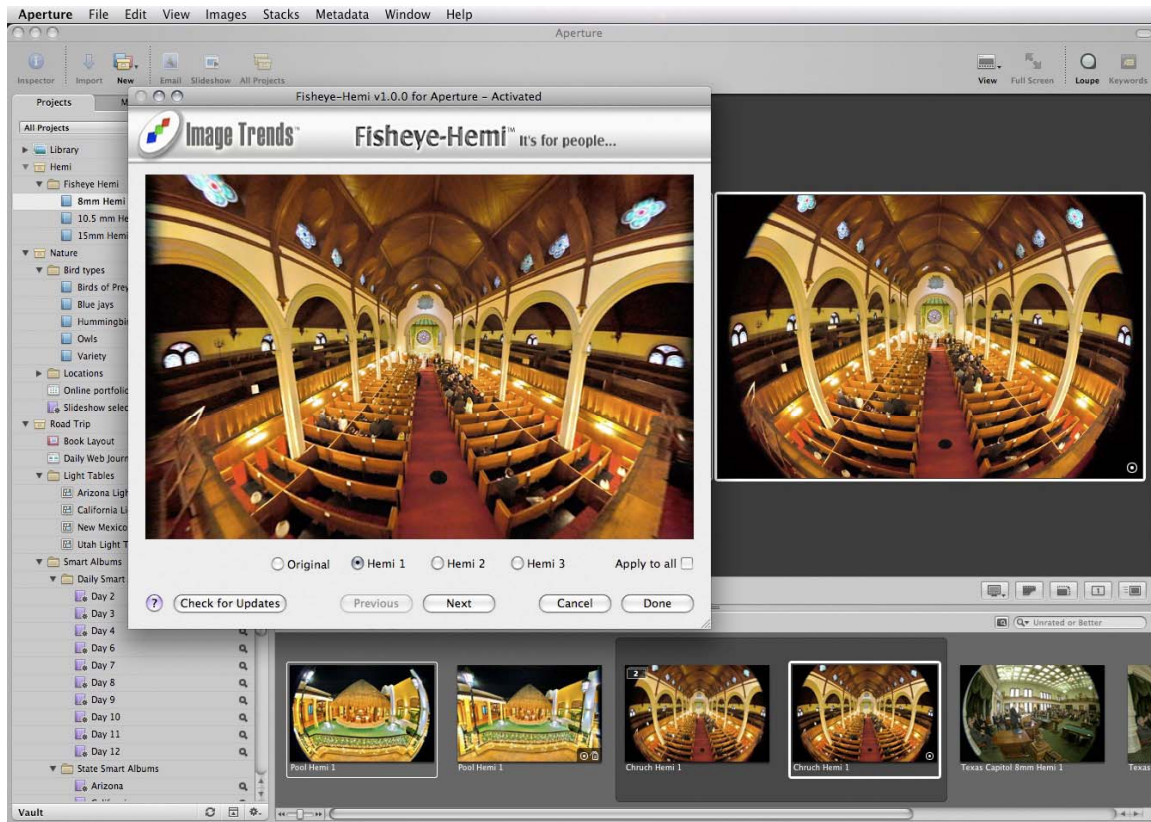
To learn more about Aperture 2.1 Plug-ins available go to <http://www.apple.com/downloads/macosx/aperture>

Similar to the other Image Trends products, there is a try before you buy policy; individuals are encouraged to download a free trial version (it watermarks the output) from the ITI Web site [www.ImageTrendsInc.com](http://www.ImageTrendsInc.com).

About Image Trends, Inc.

Image Trends, Inc. is a select team of talented product innovators, dedicated to the continued invention and development of creative tools and products that enrich our lives through *The Science of Imaging*. ITI licenses its branded technologies through Original Equipment Manufactures (OEMs) that provide products for the professional and consumer imaging markets. Additionally, ITI directly distributes Adobe® Photoshop® Plug-in compatible filters and stand alone image correction and enhancement applications. More information can be found on the Image Trends Web site at [www.ImageTrendsInc.com](http://www.ImageTrendsInc.com).

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**Image Trends, Inc.**  
**Fisheye-Hemi Plug-In for Aperture 2.1**