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Image Trends, Inc.™ (ITI) Announces Two New Plug-In's, PearlyWhites™ and ShineOff™, Plus the Availability of the Fisheye-Hemi™ Plug-In for Mac
Image Trends automates beauty with the digital teeth whitener, PearlyWhites and the digital face powder, ShineOff Plug-Ins

Austin, Texas (June 11, 2007) – Image Trends, the provider of innovative digital imaging tools, today announces PearlyWhites, an automatic teeth whitening software program and ShineOff an automatic software program that removes shine from face and skin areas. Initially, the Adobe® Photoshop® plug-ins will be available for Windows based machines. As with the Image Trends Fisheye-Hemi Plug-In, the Mac versions of the new plug-ins will be available soon. Both new plug-ins will be priced at \$49.95 U.S., the Mac version of the Fisheye-Hemi Plug-In is priced at \$29.95 U.S., all plug-ins are available now for a free “try before you buy” download at www.ImageTrendsInc.com.

“These new automated plug-ins provide an amazing transformation of images with people. As beauty is in the eye of the beholder, these new products dramatically improve photos of people,” said Dan Sullivan, president and CEO of Image Trends, Inc. “Both plug-ins’ were designed for the Professional Photographer as workflow productivity tools to be combined in an action and run in batch mode, yet they are equally impressive when used on individual images from professional or amateur photographers.” Dan furthermore says that, “Harsh direct flash lighting adds unwanted shine to the face and digital cameras tend to yellow teeth making them appear unnatural. These new cosmetic plug-ins do such a flattering job of beautifying images, that their use becomes addictive.”

PearlyWhites Plug-In: *The Digital Teeth Whitener*

This patent pending technology identifies white areas surrounded by flesh tones such as teeth and the white of the eyes, then automatically whitens and brightens these areas. Since this plug-in makes teeth whiter, there may be some situations where the user will want to run it multiple times to handle difficult situations as its effects are cumulative. To optimize image correction on certain image areas, advanced Photoshop users can improve their productivity by using the Photoshop's History Brush tool to optimize correction on certain image areas.

ShineOff Plug-In: *The Digital Face Powder*

Harsh direct flash lighting often makes shiny skin tones even more objectionable, and shine removal a necessity. This patent pending technology automatically removes unwanted shine from the subject's facial and skin tones without removing the realistic luster of the lips or sparkle of the teeth and eyes. Unlike PearlyWhites, ShineOff is designed for single rather than multiple applications. Advanced Photoshop users can use Photoshop's History Brush or Fade tools to localize the effect or control the shine. Both ShineOff and PearlyWhites can be run on individual images or be combined with other plug-ins in a Photoshop Action and applied to a set of images in batch mode.

Fisheye-Hemi Plug-In: *It's for People*

Now available for Mac, this release will now support OSX. Fisheye-Hemi will render an aesthetically pleasing and natural view of people without distorting their faces and bodies. As with the previously introduced PC version, Fisheye-Hemi for Mac also preserves the resolution of the image by including more of the original pixels, and displays the intended composition and framing, as compared to the common rectilinear correction methods. Additionally, Fisheye-Hemi straightens vertical lines.

Image Trends has a try before you buy policy, individuals are encouraged to download a free trial version (it watermarks the image – do not save) from the Web site www.ImageTrendsInc.com. The PearlyWhites and ShineOff Plug-Ins are available for secure purchase on-line for \$49.95 U.S. each. The Fisheye-Hemi Plug-In is priced at \$29.95 U.S.

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.

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