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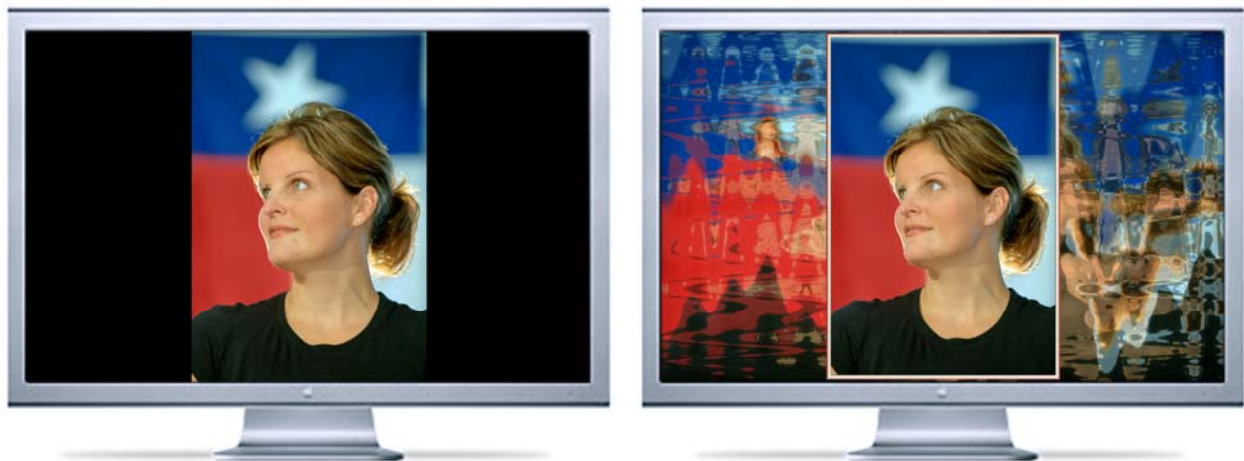
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**Image Trends, Inc.™ (ITI) Announces AutoMatting™  
Unique digital mats ...extraordinaire**

*Image Trends automates matting and resizing images for viewing*

Las Vegas, Nevada (September 6, 2007) – Image Trends, provider of innovative digital imaging tools, today announces AutoMatting at Photoshop World. AutoMatting automatically creates and adds a unique mat for each image and resizes the image to the aspect ratio of virtually any display device.



Initially, AutoMatting, a stand alone application, will be available for Windows based machines. Similar to the other Image Trends products, the Mac versions will follow as market demand dictates. The new AutoMatting application will be priced at US\$49.95. All ITI products are available for a free “try before you buy” download at [www.ImageTrendsInc.com](http://www.ImageTrendsInc.com).

“AutoMatting is a photographers dream” said Dan Sullivan, president and CEO of Image Trends, Inc. “It is more that just a productivity tool for the photographer, it awakens the emotion of the customer because as they view the presentation of images they relive the event” Dan furthermore says that, “The bottom line, emotion sells.”

AutoMatting operates in a batch mode and provides a folder of images with unique mats. Each mat contains the colors and patterns from the image and uses a lighting technique to create a unique beveled edge for the mat. This program provides visually consistent sizing between horizontal and vertical images with no black bars on the screen. The resizing to the chosen aspect ratio allows for faster display on the TV or Monitor. The beautiful mats extend the image onto the mat and enhance the viewing of the image.

Automatting has an intuitive, simple to use GUI that allows the user to add folders or individual images for processing, pick a Destination Folder, choose the Screen Resolution from the pull down menu, push the Process Images Button; within seconds per image the unique digitally matted images are presented.

Image Trends has a try before you buy policy, individuals are encouraged to download a free trial version (it watermarks the output) from the 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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