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Company Contact:

Michael Conley

VP, Marketing

512.637-7310

Mike.Conley@ImageTrendsInc.com

**Image Trends, Inc. (ITI) Announces an updated version 1.1.0 of the
Fisheye-Hemi Plug-In**

*Image Trends improves the popular Fisheye-Hemi Plug-In to be more versatile
Fisheye-Hemi: It's for people*

Austin, TX (December 22, 2006) – Image Trends, Inc the provider of unique, leading edge digital tools, announces today a more versatile version of the Fisheye-Hemi Plug-In. This unique Adobe® Photoshop® Plug-in compatible filter is now optimized for three choices of automatic fisheye image correction. The new Fisheye-Hemi 1.1.0 now includes three plug-ins that support a wider range of camera and fisheye lens combinations, including fisheye zoom and fisheye converters:

Fisheye-Hemi 1 (Circle) works best with a lens and camera combination that covers 180 degrees horizontally across the field, so the captured image appears with black edges in the corners like a globe in space.

Fisheye-Hemi 2 (Full Frame) works best with a lens and camera combination that covers 180 degrees diagonally, but the captured image has no black edges in the corners. This combination is commonly called a "full frame fisheye image". This is the original Fisheye-Hemi Plug-In.

Fisheye-Hemi 3 (Cropped) works best with a lens and camera combination that covers less than 180 degrees, where the captured image appears almost normal with mild fisheye distortion.

Choose the appropriate Fisheye-Hemi number (1, 2 or 3) according to our selection chart on the Web site <http://www.ImageTrendsInc.com/products> and it will render an aesthetically pleasing and natural view of people, their faces and bodies are not distorted. Fisheye-Hemi 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.

"The initial reaction to the announcement the Fisheye-Hemi Plug-In has been exceptional. Some feedback indicated an opportunity to optimize the correction for wider range of camera and lens combinations as well as for fisheye zoom lenses and fisheye converters. These marketplace comments and questions engaged Dr. Albert Edgar, our Chief Scientist and inventor of Fisheye-Hemi," said Dan Sullivan, president and CEO of Image Trends, Inc. "Dr. Edgar not only created

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the three versions of this product but also has provided the user with Advanced Tips on our Web site to make minor adjustments in Photoshop and make each image perfect as judged by the user.”

Fisheye-Hemi Plug-In version 1.1.0

The fisheye lens provides a unique way of viewing the world, with Fisheye-Hemi the photographer now has a new way to think about how to capture, correct, store, share and sell more images of weddings, sports, events, underwater and people. Image Trends has a try before you buy policy, individuals are encouraged to download a free trial version (watermarks the image – do not save) from the Web site www.ImageTrendsInc.com. The Fisheye-Hemi Plug-In is available for immediate purchase on-line for \$29.95 US. Individuals that have purchased version 1.0.0 can update to version 1.1.0 at no charge. The current version is Windows only, the Mac version is expected in the first half of 2007. Fisheye-Hemi was the first of many new products that are planned for 2007 and beyond.”

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 ITI’s Web site at www.ImageTrendsInc.com.

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