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Image Trends, Inc.™ (ITI) Announces SensorKleen Pro™, Plus the Availability of the ShineOff™ and PearlyWhites™ Plug-In's for Mac
Image Trends automates the removal of dirt and dust from DSLR camera images with SensorKleen Pro

Austin, Texas (August 6, 2007) – Image Trends, the provider of innovative digital imaging tools, today announces SensorKleen Pro, a software application that allows the user to automatically erase the dust and debris in a set of Digital SLR (DSLR) camera images. The SensorKleen SmartBrush™ product (included with SensorKleen Pro) allows you to correct defects on individual images.

Initially, SensorKleen Pro, 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 SensorKleen Pro application will be priced at US\$99.95. SensorKleen Pro replaces SensorKleen with SmartBrush, and owners of the SmartBrush version will be contacted and provided with a no charge upgrade; a \$50 customer loyalty benefit. The Mac versions of the ShineOff and PearlyWhites Plug-In's are priced at US\$49.95. All ITI products are available now for a free “try before you buy” download at www.ImageTrendsInc.com.

“The SensorKleen Pro utilizes a patent pending technology that will automatically ‘Kleen’ the whole photo shoot when dust is discovered the morning after,” said Dan Sullivan, president and CEO of Image Trends, Inc. “Regardless of how careful the photographer is in changing lenses, there is a high probability of dirt or dust entering the camera, even worse are pollen and mold spores which are not addressed by the current in-camera solutions. SensorKleen Pro should be a must have, productivity application in the photographers digital tool box.” Dan furthermore says that, “We are extremely encouraged with the market reaction to our PearlyWhites and ShineOff cosmetic Plug-Ins and are pleased that we were able to come to market quickly with the Mac versions to meet that demand.”

SensorKleen Pro

SensorKleen Pro is two products in one: SensorKleen Pro provides the automatic correction of a high number of images while SmartBrush corrects one image at a time. SensorKleen Pro will automatically identify and correct dust and debris in the image. The patent pending SensorKleen technology uses the camera and lens metadata to identify shadow defects caused by dust or debris on the sensor cover, removes the defects, and then reveals the underlying image.

Operationally, the user will select a minimum of 20 images, designate where to place the corrected images then select 'Process Images'. SensorKleen Pro will analyze, detect, and correct all the images in a batch process without any interaction on the part of the photographer. This batch application is a simple select and go process.

SensorKleen Pro supports the majority of DSLR cameras in the marketplace today. For a complete list of supported cameras and more technical information visit our Web site www.ImageTrendsInc.com.

PearlyWhites: *The Digital Teeth Whitener* and ShineOff: *The Digital Face Powder Plug-Ins*

Both are now available for the Mac OSX platforms. As with the previously announced PC versions of the cosmetic plug-ins, they whiten teeth and remove unwanted shine from the face and can be run in batch mode using actions.

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

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 Manufacturers (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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