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## **Official release for SILKYPIX Developer Studio PRO version August 17<sup>th</sup>**

**Irvine, California, August 17, 2009 – Shortcut Software International Inc. is pleased to announce the release of PRO version of SILKYPIX as a high-end RAW converter software**

The PRO version is the latest addition to the SILKYPIX product line and is especially developed for the most demanding Professional Photographer for the conversion of their RAW images.

The software offers a professional color management engine, including ICC profiles alongside comprehensive development functions such as white balancing, contrast, sharpness, saturation, lens correction, image perspective and trimming (cropping), outputting and printing. The extended Adobe RGB color space is also supported.

Due to close cooperation with many digital camera manufacturers in Japan, SILKYPIX has the reputation in the SLR camera industry for supporting the latest cameras. The software currently supports almost 200 different models, and newly introduced cameras are added rapidly.

SILKYPIX PRO is suitable for both Windows (including Vista) and Macintosh (including Universal Binary) platforms.

Previous versions of SILKYPIX were Developer Studio 3.0 which had previously won numerous awards such as: "Best RAW Converter". SILKYPIX Developer Studio 3.0 will continue to be supported and updated in the future and will be sold in parallel with the PRO version of SILKYPIX.

In 2008, the SILKYPIX forum was originated on the Shortcut website where users can share their experiences and post comments related to RAW photography by using SILKYPIX.

In order to achieve better quality images, RAW photography has become increasingly popular over the last couple of years. Many enthusiastic (semi) professional photographers and career photographers alike are demanding the best quality from their cherished images. As a consequence, photographing in RAW format bypasses standard factory camera settings and enables you to creatively explore your camera's full potential.

### **About Shortcut Software International Inc.**

Shortcut Software International Inc., is a software development & distribution company focusing on the high-end segment of digital image editing for their global customer base. Shortcut Software uses State-of-the-Art modern applications and a sophisticated R&D division. Shortcut has had many excellent product reviews and awards (incl. CEBIT America award).

Shortcut Software offers an intuitive user interface, logical workflow with self-evident cutting edge technology to meet and exceed the expectation of the most demanding photographer. There are no longer steep learning curves and reading long manuals, buying expensive products that are not being used, or spending lots of time to process unique photos. Therefore Shortcut's mission statement is: "Simplicity in Results...The Shortcut Way."

Shortcut Software offers products for the Professional user as well as the consumer (mass market). The company has successfully built win-win business relationships with key partners in the industry: retailers, distributors, resellers, dealers and agents in the marketplace.

Shortcut Software is headquartered in California, USA, and in has a European office in The Netherlands and an office in Lima Peru to support the Latin American market.

For more information about SILKYPIX PRO and the SILKYPIX FORUM, please visit Shortcut's website:

<http://shortcutusa.com>

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