



**Editorial Contact:**

Karen Cheung  
ArcSoft, Inc  
Office: 510.440.9901 x249  
kcheung@arcsoft.com

**ArcSoft® Announces Panorama Creation and Red-Eye Removal for Panasonic Smartphone**

*Offers Advanced Photo Imaging for Panasonic X700 Smartphone Users*

**FREMONT, CA., March 18<sup>th</sup>, 2004**— ArcSoft, is a leading provider of multimedia software and firmware solutions for mass market personal computers, mobile device and consumer electronic manufacturers, today announced that its next-generation digital imaging software will come standard on Panasonic's new X700 Smartphone. ArcSoft PhotoBase™ Deluxe offers new functionalities, including ArcSoft's Panorama Maker™ and red-eye removal technology.

“With PhotoBase™ Mobile Edition, Panasonic's X700 Smartphone users can manage their photos when they are on the go,” said Todd Rumaner, senior vice president of ArcSoft. “In addition to giving you the capability to capture, enhance and share photos, it now has automated panorama and red-eye removal features, combining these desktop features with camera phone mobility. We believe the combination of Panasonic's robust hardware and our advanced software makes for an outstanding solution for the user.”

**About PhotoBase Deluxe Mobile Edition:**

PhotoBase Mobile Edition is a comprehensive image, management, editing and sharing application designed specifically for mobile users. This application now offers panorama and red-eye removal features. Designed specifically for low-profile devices, ArcSoft Panorama Maker is designed to allow users to capture multiple photos and stitch them together automatically. The red-eye removal tool instantly removes the red-eye effect common in flash photos.

PhotoBase Deluxe Mobile Edition also retains its standard key features:

- Still image capturing
- Editing and enhancing functionalities
- Fun creative options
- Media management and file sharing capabilities.

Users are provided with the features they need to manage, edit, and send photos via email, MMS, infrared, Bluetooth or data download directly from their camera phones. For more information about ArcSoft PhotoBase Deluxe Mobile Edition, visit [www.arcsoft.com/photobasemobile](http://www.arcsoft.com/photobasemobile)

**About ArcSoft**

ArcSoft, Inc. is a leading provider of multimedia software and firmware solutions for mass market personal computers, mobile device and consumer electronic manufacturers. Established in 1994, ArcSoft is a privately held company headquartered in Fremont, California, with regional commercial and development facilities in Europe and Asia. For further details, please visit us at our corporate Web site: [www.arcsoft.com](http://www.arcsoft.com)

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