ArcSoft PhotoImpression™ 5 Includes Improved Image Editing Features and Usability

PhotoImpression 5 continues the ArcSoft tradition of offering powerful, easy to use, and affordable software for consumers.

FREMONT, Calif., August 13, 2003—ArcSoft, Inc. the leading provider of digital imaging software, today announced the availability of ArcSoft PhotoImpression™ 5, an all-in-one photo editor and project maker for both Windows and Macintosh platforms.

What’s noticeably different about PhotoImpression 5 is the new user interface. The various functions and options are segregated into projects. The enhancement tools are grouped together, separate from the printing commands. Navigation is very straightforward and it’s easy to find exactly what you’re looking for.

“PhotoImpression 5 picks up right where the previous version leaves off,” explains Todd Rumaner, Senior Vice President of Sales and Marketing for ArcSoft. “Any photo lover who uses a digital camera, scanner, or printer will appreciate the powerful editing features and intuitive interface. It has just about everything you need to view, edit, print, and share your pictures.”

ArcSoft PhotoImpression 5 is a full-featured application that includes color-correcting, which is done by simply clicking a few buttons. The red eye removal tool, which now offers an “automatic” mode, works flawlessly. Various creative content, such as clip art, decorative frames, and project templates, makes the program excellent for doing everything from touching up and printing photos to designing calendars and sharing pictures online. PhotoImpression 5 includes broad editing commands as a well as a usability that makes it accessible to any type of user.

PhotoImpression 5 Features:
- New, intuitive user interface
- Easy image acquisition from cameras, scanners, etc.
- Color enhancement commands
• Freehand and template-based cropping
• Automatic red eye removal
• Image resizing
• Calendar and “PhotoBook” projects
• Clip art and text addition
• Email and photo-sharing tools
• Single and multiple image/page printing with automatic photo sizing

About ArcSoft
ArcSoft, Inc. develops, markets and distributes advanced digital imaging and video solutions to companies around the globe. ArcSoft is a recognized technology leader, specializing in software for device manufacturers and infrastructure solutions for telecommunications and consumer electronics companies. For further details, please visit us at our corporate Web site: 
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