Neat Image v3.0 /Mac

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Improving the de facto standard, ABSoft introduces the next generation noise reduction solution

EINDHOVEN, NL, May 23 – Neat Image team, ABSoft, is pleased to announce the introduction of a new generation of its noise reduction solution for digital photography that inherits and refines the highest quality and efficiency traditionally delivered by Neat Image: Neat Image v3.0 /Mac.

Renowned for its noise reduction quality, Neat Image is used by photographers all over the world as a tool that turns noisy photos and grainy scans into clean and neat digital images.

New in Neat Image v3.0 /Mac is significantly improved quality and efficiency of noise reduction, stronger integration with the latest image editors and enhanced usability.

Realizing the critical importance of high quality noise reduction in low light (night, indoors) and high speed (sport, action) photography, new Neat Image employs significantly enhanced and optimized noise reduction algorithms. These algorithms use refined device noise profiles to more accurately reflect camera or scanner characteristics and to draw a more clear distinction between noise and details in digital images. In effect, the *noise reduction quality is greatly improved*, especially in cases of strong noise and compression artifacts: more true noise is reduced and more real image details are preserved.

New Neat Image incorporates a more efficient implementation of all image processing procedures which makes both profiling and noise reduction faster than in the previous generation of Neat Image.

Supporting the software environment used by many professionals, Neat Image plug-in /Mac have been made fully compatible with the latest generation of the industry standard image editor: Adobe Photoshop CS2 for Mac. Neat Image noise reduction is directly integrated in a workflow based on Photoshop filters, plug-ins and actions.

New Neat Image /Mac also offers a user-controlled profiling method, auto fine-tuning function, re-designed graphic user interface with larger preview as well as many optimizations of the underlying algorithms.

Background

Since the beginning of the digital imaging era, digital noise and digitized film grain have always been unwelcome parts of many digital photos and scans because of imperfect physical nature of the underlying light-capturing processes. While the hardware manufactures have always been trying to improve these processes, Neat Image software is designed to work with the available output produced by the modern hardware: noisy high ISO digital shots and scans of grainy film. Neat Image greatly improves the visual quality of such digital images by reducing the objectionable noise and grain and at the same time preserving the real image details.

Neat Image was initially introduced to the market in 2001 and quickly became the de facto standard in noise reduction for digital photography thanks to the top quality of noise reduction delivered by the tool.

The top quality noise reduction has been made possible by using *device noise profiles* – a novel concept originally introduced by Neat Image. A device noise profile is a reusable analysis of noise properties of an image acquisition device. Using device noise profiles in effect makes Neat Image processing custom-tailored to an imaging device and therefore makes noise reduction more accurate.

Neat Image /Mac runs in Mac OSX as a Photoshop-compatible plug-in. Windows version is also available.

Pricing and Availability

Neat Image v3.0 /Mac is available in Pro and Demo editions:
- Pro plug-in provides all the features of Neat Image /Mac without limitations;   available at US$49.90
- Demo plug-in is a freeware edition of the software with slightly-limited functionality;   free

Volume licensing and special pricing is available as well.

For more information please visit www.neatimage.com/mac

Upgrading from previous versions

Caring for people who already use Neat Image /Mac, ABSoft makes the new version available to the currently registered users of the previous version at *no extra cost*.