

Press Release

For immediate release

Press contact:

Kiril Sinkel

Digital Light and Color

P.O. Box 382008

Cambridge, MA 02238-2008

617-489-8858

ksinkel@dl-c.com

Contact Information for Publication:

Digital Light & Color www.dl-c.com 1-617-489-8858

Digital Light & Color Introduces FRAME EXPLORER for visualizing framing options

Cambridge, Mass, October 31, 2005 – Digital Light & Color, Inc. today introduced its **Frame Explorer** software for visualizing and exploring framing options for photographs and artwork. The new program helps you quickly explore the myriad of mat and frame colors and proportions to achieve the optimum presentation of any image. Frame Explorer can be purchased at www.dl-c.com. Availability is set for November 15, 2005. It will also be offered free with a purchase of Picture Window Pro for a limited time.

With Frame Explorer, you display the actual image you want to frame. Then select mat and frame sizes, colors, and textures and view them realistically against the actual background color where you will hang the frame. You can even approximate display lighting conditions. You can choose single, double, or triple matting, square or beveled edges, and rectangular or oval openings as well as different frame widths and profiles. You can quickly and easily explore myriads of options to develop the most effective framing design for your image. When you are happy with your choices you can print the overall design for reference. Frame Explorer also prepares a table listing all the materials and their dimensions.

Frame Explorer is fully color managed. On calibrated monitors, it automatically displays the image and all materials in the monitor's color space, for maximum color fidelity.

In short, Frame Explorer takes the guesswork out of framing your photographs. It lets you experiment with unconventional combinations and achieve the framing design with the greatest impact.

Frame Explorer is available directly from Digital Light & Color. It can be purchased over the web at www.dl-c.com. The price is \$39.95.

Frame Explorer runs on the PC under Windows 98, ME, NT 5.0, Windows 2000 or Windows XP.

About Digital Light & Color

Since its inception in 1993, the goal of Digital Light & Color has been to create and distribute the best possible software for photographers. The company was founded by Jonathan Sachs – the programmer who, in 1982, created the first version of Lotus 1-2-3. In 1994, Digital Light & Color distributed the first copies of its critically acclaimed electronic darkroom software, Picture Window. The company also developed Color Mechanic – an award-winning Photoshop plug-in for making selective color adjustments, and the suite of Profile Mechanic color management tools for monitors, scanners and digital cameras.

Contact Information for Publication

Digital Light & Color www.dl-c.com 617-489-8858

Frame Explorer is a trademark of Digital Light & Color. Other trademarks are properties of their respective owners.

###