



KlearVision's *Photo-D* Automatic Digital Image Correction Software Receives 2005 DIMA Innovative Digital Product Award at PMA

ORLANDO, FL – February 21, 2005 – KlearVision Digital's *Photo-D* auto-correction software today received a 2005 Innovative Digital Product Award from the Digital Imaging Marketing Association (DIMA), a section of PMA. Only seventeen out of the hundreds of digital products on display at this week's PMA 2005 Convention and Trade Show were selected to win the Award by the digital imaging editors and writers who judged exhibiting products for DIMA.

“We asked all attending press including local, national and international editors, trade and technology journal reporters, and renowned industry photographers and experts; to vote on what they thought were the most innovative digital products they have seen (at the show),” says Chad Munce, Executive of Digital Markets of Photo Marketing Association International. “This is really THE award at PMA for those receiving companies who blaze the trail in the digital imaging space.”

An Innovative Digital Product of PMA 2005 was defined by the judges as a product utilizing new technologies and/or applications in such a way as to make it either unique or the first of its kind. These high-quality products must show themselves to be an influence on the future of digital imaging. The product may be hardware or software, amateur or professional, photographic or prepress, or any other segment. The judges were simply asked to cover the PMA Sneak Peek (a preview for the media) and PMA Trade Show floor with an eye to the innovative.

“The response here at PMA has been overwhelmingly positive,” says David Zwang, North American Director of Business Development for KlearVision Digital. “This award and the attention and interest here reaffirm that digital photography professionals need a sophisticated, high volume, automatic digital image correction solution that will not only speed processing, but also make many more of their digital pictures useable.”

PMA is the North American debut of KlearVision's *Photo-D* family of automatic image correction products. *Photo-D* automatically optimizes and enhances digital image files, preparing them for printing or viewing. *Photo-D* versions for consumers, professional photographers, photo labs and OEM partners are being demonstrated at KlearVision's booth #2294 here at PMA, from February 20 through 23.

All four *Photo-D* products feature an even more user-friendly user interface (UI) updated from the versions shown at Photokina 2004, where demonstrations resulted in high levels of adoption among Asian and European professionals and consumers. In addition, the home product – *Photo-D* Charmer – now comes in a Mac OS version as well as a Windows version. Although implemented specifically for the U.S. market, which puts a high premium on ease of use, the upgraded UI will benefit everyone who uses *Photo-D*.

Built-In Intelligence Emulates Expert Human Decision-Making

Photo-D is a comprehensive, rule-based “expert system” that automatically optimizes and enhances digital image files, preparing them for printing or viewing. Relying on proprietary “fuzzy logic” and “artificial intelligence” (AI) algorithms, *Photo-D*, in effect, emulates the decision-making expertise of a digital imaging professional to analyze, correct and produce high-quality image files. From these files, anyone – from a photo lab technician to a photo hobbyist; from a publishing house to a minilab at the corner drug store – can create exceptional images that are accurate in every way.

About KlearVision Digital

K.V.D. KlearVision Digital LTD is a leading provider of automatic digital photo correction expert systems for the digital imaging world. Moshe Keydar, a leading color imaging expert, together with colleagues from the Image Processing and Imaging Technology sectors, founded KlearVision Digital in 2000. For more information, please visit: <http://www.klearvision.com>