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# Press Release

## **IMAGENOMIC ANNOUNCES “ACTIONBOOK” COMPANIONS FOR ITS POPULAR PROFESSIONAL PLUG-IN SOFTWARE SUITE**

### *New Resources Enhance Photography workflow Automation and Systematic Learning*

**WPPI, Las Vegas, NV -- March 26, 2007** – Imagenomic, a leading provider of digital imagery enhancement solutions, today announced a new initiative for significantly enhancing the photographer's use and utility of the company's Pro Plug-in Suite, consisting of Noiseware, Portraiture, and RealGrain plug-in imaging applications. These software tools, which have been recognized by industry leaders for their technical capabilities and business benefits to professional photographers, are now being supplemented with a new Imagenomic framework to increase workflow productivity and knowledge-sharing.

“ActionBooks” are a combination of best-practices, reference documentation and Photoshop actions for Imagenomic's Pro Plug-in Suite designed to optimize their use with image capture, processing and output. With “one-click” ease, photographers can access a versatile range of visually-compelling filtering results, enhancements and special effects. In addition, Supplemental Reference Resources guide photographers through the learning process and help them maximize Imagenomic's plug-ins to achieve custom results with their own image libraries and workflow practices.

“Today's ActionBook release gives photographers a solid working foundation for achieving a range of retouching and finishing effects with our Portraiture Plug-in -- and to a certain extent, RealGrain -- with one-click and without any complexity or learning-curve,” states David McDonell, CEO, Imagenomic. “Future releases of ActionBooks will incorporate a robust combination of our Pro Plug-in Suite to provide a wide range of results to help users drastically improve time and workflow efficiencies and serve as an active learning and productivity experience as well. The goal of ActionBooks,” McDonell continues, “is to take proven automation steps using Imagenomic's advanced tools and combine them with non-linear learning so the knowledge-building process becomes visually intrinsic, dynamic, and highly-relevant to the photographer's own workflow process.”

The ActionBook companion for Portraiture and other Pro Plug-in Suite resources are available for immediate – and free -- download from the company's website at [www.imagenomic.com](http://www.imagenomic.com)

Imagenomic will extend ActionBooks with compelling new features and resource tools so photographers can create and manage their own automation tips and techniques and share this information with their peers if they choose.

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Imagenomic is also working with several world class photographers to create Signature ActionBooks for replicating their custom effects using the Pro Plug-in Suite while learning workflow techniques from some of the masters of the trade.

### **About Imagenomic, LLC**

**Imagenomic** is a privately held, independent software vendor specializing in digital imagery enhancement solutions. Using our industry experience and proprietary, patent-pending algorithms, we are focused on creating high-performance software tools and photography workflow knowledge resources for retouching, noise and artifact removal, sharpening, special effects and other image correction and enhancement processes. Our award-winning products have been acclaimed by our global customer community and industry peers for their superior processing speed, picture quality and overall ease-of-use. For additional information, please visit

<http://www.imagenomic.com>

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