

Press Release

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Photo/Graphic Edges 7.0 Platinum Edition

Photo/Graphic Edges 7.0 is an amazing program for adding edges, borders, frames and accents to images. With almost three times the number of effects as the previous version, this is a significant release for Photo/Graphic Edges which first debuted in 1994 as Auto FX Software's first product. PGE Platinum Edition now sports 32 edge, border and frame effects along with an updated interface, rendering engine, content management and previewing system.

PGE Platinum Edition has an outstanding collection of new content such as Film Frames, Grunge Edges and Natural Media Frames. The workflow for adding enhancements to images is simplified by hundreds of instant preset effects and the intuitive onscreen transformation controls that let the photographer layout the effect to meet their needs.

New effects such as Storyboard contain photo layouts that can be used for photo books, canvas and other prints. Classic effects such as Darkroom Edges are also included with over 350 darkroom styled edges and transfer effects. A new collection of textures including Mottled, Pastel Creations and Painted Scenic give the photographer a natural backdrop behind their composition.

Photo/Graphic Edges 7.0 includes 32 new effects: Darkroom Edges ~ Grunge Edges ~ Painted Edges ~ Montage Edges ~ Geometric Edges ~ Digital Edges ~ Abstract Edges ~ Vignette Edges ~ Transfer ~ Edge Brush ~ Burned Edges ~ Photo Border ~ Photo Tabs ~ Acid Etching ~ Ambient Brush ~ Distort Edges ~ Putty Edges ~ Smudged Edges ~ Film Frames ~ Grunge Frames ~ Natural Media ~ Storyboards ~ Thin Borders ~ Artistic Frames ~ Classic Frames ~ Dual Frames ~ Quad Frames ~ Scrapbook Fun ~ Traditional Frames ~ Watercolor Frames ~ Adornments ~ Overlays

Price and Availability:

The street price of Photo/Graphic Edges 7.0 is \$249.00 (USD). Upgrades from version 5 or 6 of Photo/Graphic Edges are available for \$129. Photo/Graphic Edges is sold through select dealers and resellers worldwide, through Auto FX Software direct at 1-800-839-2008 (toll free) or (205) 980-0056, or ordered online at <http://www.autofx.com>.



For more examples of Photo/Graphic Edges 7.0 Platinum Edition, visit the Auto FX website at: <http://www.autofx.com/products/pge/detail.html>

“Photo/Graphic Edges 7.0 Platinum Edition has a huge WOW factor going for it. It gives photographers the look they’re after” says Cliff Weems, Founder and CEO.

Features in Photo/Graphic Edges 7.0 Platinum Edition

Photo/Graphic Edges 7.0 is a major upgrade offering 32 effects for enhancing photos. Along with the effects, PGE 7.0 includes these features:

- Combine different effects together using Effect Layers. A photographer can add a darkroom edge to a photo and then simulate the development on tissue paper using the Transfer effect.
- Oversized content and preset effect previews as well as a new Favorites feature are now available. Users can quickly capture a favorite edge, frame or border and then save it under their Favorites.
- The content and rendering engine have been updated to work with the needs of professional photographers using larger format digital images.
- 32 new effects : Darkroom Edges ~ Grunge Edges ~ Painted Edges ~ Montage Edges ~ Geometric Edges ~ Digital Edges ~ Abstract Edges ~ Vignette Edges ~ Transfer ~ Edge Brush ~ Burned Edges ~ Photo Border ~ Photo Tabs ~ Acid Etching ~ Ambient Brush ~ Distort Edges ~ Putty Edges ~ Smudged Edges ~ Film Frames ~ Grunge Frames ~ Natural Media ~ Storyboards ~ Thin Borders ~ Artistic Frames ~ Classic Frames ~ Dual Frames ~ Quad Frames ~ Scrapbook Fun ~ Traditional Frames ~ Watercolor Frames ~ Adornments ~ Overlays

Photo/Graphic Edges 7.0 Platinum Edition Feature Highlights

- Free Training Videos are offered at www.autofx.com for the Platinum Edition.
- Ships with both a stand-alone application and a Photoshop compatible plug-in that works in popular programs like Photoshop, Photoshop Elements and Corel Draw.
- Effects are Resolution Independent. You can apply an effect to a small image and get the same result on a different sized or much larger image. This feature is useful for preparing content for both print and the web.
- Users can build effects using Effect Layers that work together to make a composition.
- Supports Adobe Photoshop Actions, Layers and Last Filter Commands.
- Dynamic Transformation Rendering lets the content and effects be manipulated as much as desired without loss of quality.
- Paragraph length Tool Tips containing detailed instructions pop up when the mouse is held over a control for several seconds.
- User defined visual presets can be saved for capturing the exact look of an effect for later use. Presets save a small thumbnail for visual reference when selecting a preset at a later date.
- File loading and saving support for: .psd, .tif, .bmp, .jpg, and .png file formats. Saving in Photoshop .psd format will export the effect onto a layered document with full transparency.

System Requirements:

Windows

2000 / ME / XP / Vista

Macintosh

OS X / PPC / Intel

Photoshop Plug-In Support

Includes stand-alone application as well as a Photoshop Plug-In filter which works with CS4, CS3, CS2, CS and Photoshop 7.0.

About Auto FX Software:

Founded in 1994, Auto FX Software has grown to become the largest developer of Adobe Photoshop plug-ins in the market. Auto FX Software is exclusively focused on the development and marketing of visual imaging software for creative professionals. Auto FX products are distributed around the world and are also available for purchase on the web at <http://www.autofx.com>.

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For additional news, information and demos, visit our web site at <http://www.autofx.com>