

## Press Release

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**Contact:** Public Relations  
Auto FX Software  
(205) 980-0056  
[pr@autofx.com](mailto:pr@autofx.com)



## Mystical Focus 1.0

Mystical Focus is a suite of 16 filters that give photographers the tools to create compelling and evocative photos.

Using easy-to-apply tools, Mystical Focus lets the photographer apply selective depth-of-field, adjust focal ranges, add panning motion and dozens of other focal effects to their images in post-production.

Mystical Focus does a brilliant job of making the subject of a composition stand out while toning back non-essential background elements.

Mystical Focus uses intuitive brush-on/brush-off methodologies to give precise control over how much effect is applied and where. Dynamic rendering using effect layers allows the photographer to combine and re-order, blend and experiment with different focal effects in a non-destructive environment. No masking or complex technologies are required to use Mystical Focus.

Mystical Focus includes the following 16 effects: Focal Brush ~ Focal Mask ~ Focal Plane ~ Focal Zoom ~ Glamour Glow ~ Panning Focus ~ Radial Focus ~ Soft Focus ~ Tilt-Shift Focus ~ Grain and Noise ~ Highlight Smear ~ Highlight Streak ~ Specular Highlights ~ Specular Shapes ~ Vignette ~ Masking Layer

For examples of what Mystical Focus can do visit this webpage:

<http://www.autofx.com/products/mf/detail.html>

A Product Evaluation Guide is located here:

[http://www.autofx.com/products/mf/eval\\_guide/Mystical\\_Focus\\_Evaluation\\_Guide.pdf](http://www.autofx.com/products/mf/eval_guide/Mystical_Focus_Evaluation_Guide.pdf)

“Mystical Focus is a delight to use and can open new options photographers can utilize to make their subjects really pop. These filters are extremely useful for just about any shot you take.” says Cliff Weems, Founder and CEO of Auto FX Software.

**Price and Availability:** The estimated street price of Mystical Focus is \$149.00 (USD). Mystical Focus is sold through select dealers and resellers worldwide or through Auto FX Software direct at 1-800-839-2008 (toll free) or (205) 980-0056, or ordered online at <http://www.autofx.com>.



## Features in Mystical Focus 1.0

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Mystical Focus works as an Adobe Photoshop plug-in filter as well as a stand-alone application:

- Mystical Focus lets you combine different effect filters together to create unique looks in a non-destructive environment.
- Mystical Focus has powerful, easy-to-use tools that let you brush-on/brush-off, lasso-on/lasso-off, draw paths and focal ellipses to control where and how much of the effect blends into the photo.
- Mystical Focus effects can be combined with other Mystical products such as Mystical Tint Tone and Color 2.0 and Mystical Lighting and Ambiance 2.0.
- Mystical Focus produces Photo realistic results modeled after real-world lenses.

# Mystical Focus 1.0 Feature Highlights

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- Mystical Focus gives the user both a stand-alone application and an Adobe Photoshop compatible plug-in.
- Mystical Focus effects are resolution independent, dynamic and non-destructive. They foster experimentation without changing the original.
- Mystical Focus effects can be stacked on the effect layers palette and re-ordered, turned off, blended using opacity and saved as presets that can be re-applied to other photos at a later time.
- Ships with hundreds of 'Instant' effect presets that give the user a great starting-point to work from.
- File loading and saving support for: .psd, .tif, .bmp, .jpg, and .png file formats.
- Free Training Videos are offered at:  
[http://www.autofx.com/videos-training/mystical\\_2\\_list.html](http://www.autofx.com/videos-training/mystical_2_list.html)
- Detailed Tutorials are provided at:  
[http://www.autofx.com/tutorials/mystical\\_2\\_list.html](http://www.autofx.com/tutorials/mystical_2_list.html)

**System Requirements:****Windows**

XP / Vista / Windows 7

**Macintosh**

OS 10.4 or higher including Snow Leopard

**Photoshop Plug-In Support**

Includes stand-alone application as well as support for Adobe Photoshop CS, CS2, CS3, CS4, CS5

**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 Internet at <http://www.autofx.com>.

**Contact Information:**

For more information, please contact **Public Relations** at:

Phone: 1-800-839-2008 (toll free) or (205) 980-0056

Fax: 205.980.1121

Email: [pr@autofx.com](mailto:pr@autofx.com)

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