

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 3x the number of effects as the previous version, this is a significant release for Photo/Graphic Edges which first debut 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 made easier 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 like Storyboard contain photo layouts that can be used for photo books, canvas and other prints. Classic effects like Darkroom Edges are also included with over 350 darkroom styled edges and transfer effects. A new collection of textures like Pastel Creations, Mottled 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 ~ Duel Frames ~ Quad Frames ~ Scrapbook Fun ~ Traditional Frames ~ Watercolor Frames



For more examples of Photo/Graphic Edges 7.0 Platinum Edition visit this link:

<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.

Price and Availability: The estimated street price of Photo/Graphic Edges 6.0 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 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 Photo/Graphic Edges 7.0

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:

- PGE 7.0 lets you combine different effects together using Effect Layers. A photographer can add a darkroom edge to a photo and then simulate this being developed on tissue paper using the Transfer effect.
- PGE 7.0 has oversized content and preset effect previews and a new Favorites feature so users can quickly capture a favorite edge, frame or border and then go directly to it under their Favorites.
- PGE 7.0 includes 12 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 ~ Duel Frames ~ Quad Frames ~ Scrapbook Fun ~ Traditional Frames ~ Watercolor Frames
- PGE 7.0 content and rendering engine are updated to work with the needs of professional photographers working with larger format digital images

Photo/Graphic Edges 7.0 Feature Highlights

- Free Training Videos are offered at www.autofx.com for the Platinum Edition
- Photo/Graphic Edges 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**

XP / Vista / Windows 7

Macintosh

OS 10.4 or higher

Photoshop Plug-In Support

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

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