



SEEFILe INTRODUCES UNIVERSAL 3.0 VERSION OF BREAKTHROUGH CREATIVE COLLABORATION TOOL

News Highlights

- New multi-file and folder upload with drag and drop interface;
- Custom user interface "skins" for SeeFile browser interface;
- Universal binaries for PowerPC G4 and G5 and Intel-based Macintosh computers;
- Leverages CoreData, CoreImage for high imaging performance;
- Dramatically streamlined installation process;
- Full-featured product available from \$399;
- For more information, visit the SeeFile website (www.see-file.com) or contact their Boston offices at 617-262-2464.

SAN FRANCISCO -- January 9, 2007 -- At the annual Macworld event in San Francisco, SeeFile Software LLC is introducing the third generation of its web-based creative collaboration tool, which allows instant web sharing and messaging around large media files. This new, Universal software which runs natively on either Intel-based or PowerPC-based Macs, turns any Macintosh computer into an interactive webserver for those media files, with support for remote access from anywhere on the Internet via standard browsers like Safari, Firefox and Internet Explorer.

SeeFile Quote

"We've been thrilled with the market's response to previous versions of the software," said Sam Bogoch, CEO of SeeFile. "We're excited to introduce this new feature-packed version which really takes full advantage of the powerful hardware and software technologies built into the Mac platform."

Apple Quote

"The blazing speed of our Intel-based Macs provides a significant performance boost to all Universal applications running natively," said Ron Okamoto, Apple's vice president of Worldwide Developer Relations. "We're thrilled that SeeFile Software is now shipping a Universal version of its collaborative workflow product so creative professionals can take advantage of the stunning performance of Mac OS X on Intel-based Macs."

The SeeFile 3.0 software leverages the unique capabilities of Apple's Mac OS X software platform and Macintosh hardware to deliver a simple, elegant tool for communication between creative professionals in the print, photography and video communities, and with their clients. As files are updated on the system running SeeFile, the software automatically creates thumbnail and preview images and a browser-based representation of the folder system.

SeeFile User Quote

One user of the software, Igor Perchuk, president of Image Source Productions, has been able to replace both clumsy FTP transfers and limited email attachments with SeeFile. "My customers are able to review and download proofs if I allow them to, upload their own graphical files to the same folders, and communicate approvals with a click. It's a phenomenal way to handle a range of client communication issues that in the past, have really limited small graphics firms like mine. I've been looking for something like this for years."

Free Upgrades Available

Previous versions of SeeFile required third-party database software to be loaded prior to installation; however, SeeFile 3.0 takes advantage of the Core Data functionality included with Mac OS X to allow both a one-step installation process and rapid, sophisticated metadata handling after installation. SeeFile 3.0 is a free release for owners of earlier versions of the software with an annual upgrade contract, in keeping with the company's "no-surprise" policy.

About SeeFile

SeeFile LLC is a software development company based in Boston. Its president, Sam Bogoch, was previously CEO of Torque Systems and was recognized by Electronic Publishing Magazine as one of its 100 Minds on the Millennium. SeeFile has received rave reviews from a number of prepress and photography magazines, including Seybold Reports, Studio Photography and Design, Shutterbug and Big Picture Magazine.

More information at: <http://www.seefile.com>

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