



## **SEEFIL SHIPS 3.0 PRODUCT, ANNOUNCES INCLUSION OF PERFECTLY CLEAR**

### News Highlights

- First ship of breakthrough product previewed in January, effective March 7<sup>th</sup>.
- Labs and pro photographers can take full control of their web presence, online sales
- Affordable software configurations start at \$495
- Demo CDs available immediately at SeeFile booth (K126), downloads from website
- All SeeFile versions to include Athentech's Perfectly Clear<sup>®</sup> for accurate and automatic image correction
- Other new features include onscreen annotation/crop in any Mac or PC browser
- Press conference at SeeFile booth, Friday March 9AM, 9:30AM-10:30AM.

LAS VEGAS -- March 6, 2007 -- At the annual Photo Marketing Association conference, SeeFile Software LLC (booth K126) is introducing the third generation of its web-based creative collaboration tool, which allows instant web sharing, annotation, and online sales. In contrast to the hosted solutions that are prevalent in the market, SeeFile allows the individual lab owner or pro photographer to take control of their online sales.

Unlike the hosted providers, SeeFile running locally permits large JPEG, RAW and other media files simply to be saved to a local hard disk – the software automatically creates the thumbnails and watermarked previews, and displays them in a simple HTTP web interface. The files can then be remotely accessed from anywhere on the Internet via standard browsers like Safari, Firefox and Internet Explorer. SeeFile 3.0 also introduces a range of advanced functions, such as side-by-side image comparisons, onscreen annotations, and color-coded collections for each user. The Athentech Perfectly Clear technology is simply another function that can be applied to any image on the system.

### 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 also adds a version of the most powerful image correction technology on the market - Perfectly Clear".

### Athentech Quote

We're delighted that SeeFile has selected our award winning algorithms to give SeeFile 3.0 users accurate, visually pleasing, and automatic image correction" said Brad Malcolm, CEO of Athentech. "Perfectly Clear is the only technology in today's digital world able to offer Real Color, making images much more lifelike and vibrant. The result being more images are both printed and shared"

### 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

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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