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Zoner Software, Brno, Czech Republic

Unique 10-bit Color Support Added to Zoner Photo Studio

(Brno, Czech Republic, August 11, 2010)—Zoner Photo Studio by Zoner Software is the world's first photo manager to provide **official 10-bit color support**. This support enables users with compatible graphics cards and displays to view images with 10 bits per color channel, for a total of 30 bits of color outputted to the display.

This continues a trend of world-class color technology in Zoner Photo Studio. This software already has a long tradition of **internal 16-bit color support** for higher-quality edits and **color management** to maintain color fidelity every step of the way from camera to screen to print.

*"Displays with 10-bit color can express over a billion different colors—64x more than normal, 8-bit displays can offer. In practice this means truer colors, smooth gradients, and **a better representation of what a photographer wants to express**—but only when the user's graphics card and software support 10-bit display,"* says Ales Hasala, Development Manager.

"Meanwhile, the range of monitors supporting 10-bit color is expanding and their consumer prices are constantly falling, rapidly reaching the level affordable by photo hobbyists. And support for 10-bit color is growing among high-end graphics cards as well—but it's still rare among software. So far it has only appeared in high-end enterprise software (e.g. custom software for the health sector). Thus Zoner Photo Studio has become the world's first mainstream software to officially support 10-bit color," says Managing Director Pavel Minar.

To use this feature, the user must have a display supporting true 10-bit per component (channel) color. The display needs to be connected to a compatible graphics adapter (graphics card). Most graphics cards with 10-bit support require configuration to use it—see the manufacturer's instructions.

The product is available in two editions:

Zoner Photo Studio 12 Home is handy for point-and-shoot photographers looking for flexibility and one-click editing, but also a way to creatively share photos—to present them using calendars, panoramas, and more.

Zoner Photo Studio 12 Professional offers advanced photographers and avid hobbyists a broad selection of features designed for the way they work, covering everything from organizing to editing to publishing. **Only this edition supports 10-bit color.**

Zoner Photo Studio 12 is available as a free 30-day trial at www.zoner.com.

About Zoner Photo Studio

Zoner Photo Studio is comprehensive software for work with digital photographs. It accompanies users throughout the whole cycle of photo processing, including acquiring, editing, and touch ups, creating effects, organizing, archiving, publishing and sharing their work. Zoner Photo Studio was the first comprehensive digital photo processing software to include support for GPS and for creating 3D pictures. In 2010, it also became the first such software to support 10-bit displays.

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