

Competitive Advantages of Zoner Photo Studio

Zoner Photo Studio—For every step in a picture's life cycle

- Pictures can be brought in from nearly any source
- Fast and easy browsing and viewing
- Advanced photo manager supports searches & sorting for keywords, GPS, and more
- Convenient yet powerful RAW processing with 16-bit-color support
- Countless selection and editing tools
- Easy-to-use photo functions and a wide range of effects
- Savable/reloadable settings
- Filters to serve every need from touchups to creative work
- Color management and 16-bit-color support
- All metadata is stored directly inside or beside pictures (not a database—no risk of corruption, etc.)
- Leverages existing standards and formats—EXIF, IPTC, Adobe XMP, PDF, HTML, and more

ACDSee Photo Manager

- Limited RAW processing options
- Limited batch processing
- Basic photo edits and retouching only
- No color management
- No way to do more than one thing at once—user can only either edit or browse
- No way to copy and paste or insert one picture into another

ACDSee Pro Photo Manager

- Limited batch processing
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Adobe Lightroom

- ☒ Resource-hungry, slows down most machines
- ☒ Not very useful for directly browsing pictures—designed to work mainly through its own private database, the Catalog
- ☒ Awkward extra work needed to keep pictures' information free for use in other programs, and only XMP can be used for this
- ☒ Very limited number of creative effects

Adobe Photoshop

- ☒ Primarily an image editor; designed for graphic artists, not photographers (this affects terminology used, interface, tools, etc.)
- ☒ Does not cover the whole digital photography workflow
- ☒ Resource-hungry, slows down all but the strongest machines
- ☒ Complex user interface—hard to learn
- ☒ Limited cataloging (via Adobe Bridge only)
- ☒ No GPS support
- ☒ Complicated interface for batch work
- ☒ Very limited publishing abilities

Adobe Photoshop Elements

- ☒ High processor and memory demands (especially when switching between the editing and organizing modes)
- ☒ Large installation package—this is a complication for enterprise use, etc.
- ☒ Complicated interface for batch work
- ☒ Limited publishing options

Corel Paint Shop Pro Photo X2

- ☒ Primarily a photo editor, not a workflow program
- ☒ 16 bits/channel is unavailable for most retouching tools and effects
- ☒ Minimal number of publishing functions
- ☒ Complicated interface for batch work



Google Picasa

- ☒ Only basic photographic effects
- ☒ No support for selections
- ☒ Very limited customization
- ☒ No color management
- ☒ Poor speed under some circumstances
- ☒ Photo information stored in separate, hidden, proprietary files
- ☒ Pictures can only be saved to JPEG
(and so compression is always lossy and color is always 8-bit)

IrfanView

- ☒ Only truly suitable as a browser
- ☒ Contains no retouching tools, just a few simple filters
- ☒ Rectangular selections only
- ☒ Only single-level undo
- ☒ No picture cataloging
- ☒ Minimal number of publishing functions

Photo Explosion 4.0

- ☒ More comparable to the Windows Paint accessory than to a true photo processing tool
- ☒ No editing tools except for Quick Fix
- ☒ Very low-quality red eye removal

Photo Impact Pro 13

- ☒ Only minimal organization tools (just simple browsing)
- ☒ No way to add keywords, ratings, or labels
- ☒ No previewing for batch operations, no tool for multiple edits to a batch at once
- ☒ Startup window shows impressive outputs... in practice only achievable by advanced users
- ☒ More an editor than a manager (better compared to Photoshop than to Zoner Photo Studio)
- ☒ Difficult to reach picture folders; things like Web albums and template-based publishing are offered via wizards/editors (rather than a photo manager/browser)
- ☒ Outputs based on multiple pictures (template publishing, etc.) work via wizards within the Editor (no integration into Browse mode) and are awkward
- ☒ Poor RAW support



XnView

- ☒ No retouching tools available
- ☒ Editor allows rectangular selections only
- ☒ Bare-bones user interface
- ☒ No savable/loadable settings like ZPS “presets”
- ☒ No support for keywords or GPS
- ☒ Minimal number of publishing functions

Zoner Photo Studio 12 Professional Edition (**\$99.99**)

ACDSee Photo Manager 2009 (**\$49.99**)

ACDSee Pro Photo Manager 3 (**\$169.99**)

Adobe Photoshop CS4 (**\$699**)

Adobe Lightroom (**\$299**)

Adobe Photoshop Elements 8 (**\$99.99**)

Corel Paint Shop Pro Photo X2 (**\$69.99**)

Google Picasa 3.5 (**Free**)

IrfanView 4.25 (**Free for noncommercial use, \$12.00, € 10.00**)

Photo Explosion 4 (**\$29.95**)

Photo Impact Pro 13 (**\$99.95**)

XnView 1.96.5 (**Free for noncommercial use, € 26**)

All dollar prices are listed in US dollars.

The prices shown are valid as of March 1st, 2010.

