DXO
SIMPLY BETTER IMAGES

DxO acquires Nik Collection assets from Google, and plans to continue to develop the Collection for the benefit of the photographer community.

PARIS – October 25, 2017 – DxO, one of the most innovative companies in consumer imaging, today announces the acquisition of the Nik Collection assets from Google.

DxO plans to continue development of the Nik Collection. The current version will remain available for free on DxO's dedicated website, while a new version is planned for mid-2018.

"The Nik Collection gives photographers tools to create photos they absolutely love," said Aravind Krishnaswamy, an Engineering Director with Google. "We're thrilled to have DxO, a company dedicated to high-quality photography solutions, acquire and continue to develop it."

"We are very excited to welcome the Nik Collection to the DxO family," said Jérôme Ménière, CEO and founder of DxO. "DxO revolutionized the image processing market many times over the years with its innovative solutions, and we will continue to do so with Nik's tools, which offer new creative opportunities to many photographers. The new version of our flagship software DxO OpticsPro, which is available as of now under its new name DxO PhotoLab, is the first embodiment of this thrilling acquisition with built-in U Point technology."

About the Nik Collection

The Nik Collection is composed of seven desktop plugins for Adobe Lightroom and Photoshop that provide a powerful range of photo editing capabilities. The current lineup of the Nik Collection includes:

- **Analog Efex Pro**: Applies film-era camera, lens, and film simulations to digital images
- **Color Efex Pro**: A comprehensive set of filters for color correction, retouching, and creative effects
- **Dfine**: Noise reduction software for camera-specific digital images
- **HDR Efex Pro**: Specialized program for processing HDR pictures
- **Sharpener Pro**: Image sharpening for digital images
- **Silver Efex Pro**: Black & White conversion of images with darkroom-inspired controls
- **Viveza**: Selectively adjusts image color and tonality without complicated masks or selections

About DxO

For well over a decade, DxO has been developing some of the world's most advanced image processing technologies, which have enabled over 400 million devices to capture the highest quality images achievable. DxO designs and manufactures the DxO ONE, a connected, miniaturized, and pro-quality camera for iPhone and iPad that has revolutionized the world of mobile photography. DxO also develops DxO PhotoLab, previously DxO OpticsPro, as well as other image processing software for Mac and PC, all of which have been acclaimed by top photographers the world over.

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