

# **Athentech Imaging Inc. announces the launch of Perfectly Clear Complete Version 3**

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Today, Athentech Imaging Inc. (makers of Perfectly Clear) is announcing the newest evolution of their award-winning intelligent image correction software. Offering powerful new corrections, a new user interface, and additional presets, Perfectly Clear Complete Version 3 gives photographers more speed, control and customization power than ever.

“We’re always focused on ways to help our customers spend less time editing and more time capturing incredible images.” said Brad Malcolm, President of Athentech Imaging. “Our team has spent the last five years refining and improving dozens of aspects of our product. And with the introduction of Perfectly Clear V3, we’re excited to introduce even faster, easier ways to perfect your photos while staying in your workflow.”

## **What’s new in Perfectly Clear V3**

### **NEW CORRECTIONS & ADJUSTMENTS**

- Image Ambulance
- Color Vibrancy
- Sky Enhancer
- Foliage Enhancer
- Black Enhance
- Light diffusion intensity
- Quickly enhance presets with the Strength slider

### **REDESIGNED USER INTERFACE**

- Beautiful, intuitive new layout—presets and corrections all on single screen
- New sync corrections for Lightroom (batch preview mode)
- Uber slider

### **ENHANCED AUTO CORRECTIONS**

- Get better exposure automatically with Face Aware
- Bypass time-consuming manual processes
- Find and fix problems with intelligent image analysis
- Remove numerous camera flaws automatically

- Access numerous options quickly with professional presets
- Quickly stylize your images with Looks
- Get better results in less time so you can focus on booking new shoots
- Deliver images to your clients faster (quicker reviews + more assignments)

### **GREATER CONTROL OVER YOUR EDITING**

- Unlock the details in your images (sharpen, depth)
- Perfect images with precise controls for skin and toning for portraits
- Expand your options with numerous adjustments
- Ensure perfect exposure and color
- Professional user interface with histogram and clipping indicators
- Images are ready for print and the screen
- Leverage the power of a professional toolset

### **NEW OPTIONS FOR CUSTOMIZING YOUR IMAGES**

- Create your own intelligent recipes that adapt to each photo
- Make and manage your own presets
- Quickly turn off entire groups of adjustments
- Hide adjustments groups you don't use

### **NEW TOOLS FOR PERFECTING PORTRAITS**

- Precise control over skin toning
- Multiple methods for skin smoothing
- Ability to add foundation and blush makeup

### **QUICKLY STYLIZE YOUR IMAGES**

- Creative film stocks
- One-click color grading

### **AVAILABILITY**

Perfectly Clear V3 will have a list price of \$129

### **About Athentech Imaging Inc.**

Athentech Imaging Inc. is an entrepreneurial, privately held company headquartered in Calgary, Alberta, Canada. The company is involved in three industries and markets: digital imaging, signal processing (for medical applications), and earth sciences. Athentech's Perfectly Clear technology brings more than 15 years of science and

numerous patents to its professional and consumer offerings. Perfect Skin and Perfect Eyes also take advantage of unique technologies from our partners at FotoNation. For more information, please visit <http://www.athentech.com>.