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Topaz Labs Releases Topaz B&W Effects Plug-in

*New Black and White Plug-in for Photoshop Offers Photographers
Exciting New Tools for Creative Black and White Image Enhancements*

Dallas, TX – August 31, 2011 - Topaz Labs announces the release of Topaz B&W Effects, their new black and white enhancement plug-in for Photoshop. Topaz B&W Effects goes beyond basic conversion methods, giving users the tools to make detailed and stylized enhancements, in addition to historically accurate, traditional black and whites. And with over 150 presets, users can quickly enhance any image with a 1-click workflow.

"In addition to the common conversion tools, B&W Effects is packed with specialized exposure and contrast control, realistic toning ability, stylized effects and so much more. Categorized into traditional and alternative processes such as Cyanotype and Albumen, B&W Effects also includes a variety of presets that offer a fun and simple way to create impressive imagery," said Nichole Paschal, senior marketing specialist for Topaz Labs.

The ability to control exposure, detail, contrast and tone is very essential in monochromatic images. Topaz B&W Effects features unique tools like adaptive exposure, a five-in-one selective brush, an advanced grain engine, quad toning, creative effects and finishing effects to help enhance these black and white essentials in an intuitive way.

"Accurately simulating the look and feel of historic black and white film, although quite challenging, was a key element in making our program so unique. We actually took real film scans and developed them into the software," said Dr. He Yang, senior software designer at Topaz Labs. Dr. Yang, who spent tremendous effort working on the film simulation and the B&W processing engine, adds, "I am glad to see very positive feedback from the current version. As always, we are going to continue in our efforts to improve upon this release and provide better imaging tools to the photography community."

Topaz B&W Effects is a plug-in that works with Photoshop, Photoshop Elements, Aperture, iPhoto, Lightroom and PaintShop Pro. It is compatible with Windows XP or later and Intel-based Macs running OS X 10.5 or later.



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Photographers looking a great way to create high-impact black and white images invited to try out the new Topaz B&W Effects plug-in for free using the 30-day free trial. Topaz B&W Effects retails for \$59.99, but is being offered at a special introductory price of \$29.99 until September 18, 2011. B&W Effects will also become a part of the Topaz Photoshop Bundle, which offers photographers a complete collection of correction and enhancement tools for all of their post processing needs. The bundle, including B&W Effects retails at \$299.99. For more information about Topaz B&W Effects, visit the homepage at <http://www.topazlabs.com/bweffects>.

Topaz Labs LLC, a privately owned company in Dallas, Texas, is an innovative provider of advanced image and video enhancement technology. With today's widespread use of digital still cameras, digital video cameras, and HDTV, the need for high-quality digital images and videos has greatly increased. Topaz Labs' mission is to bring practical state-of-the-art image and video enhancement technology to both photography and videography professionals and consumers.