

For immediate release

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ReaConverter



RECOVER IMAGES DAMAGED BY LOW-QUALITY JPEG COMPRESSION

Today ReaSoft Development is glad to announce the release of ReaConverter 5.5, a powerful Windows application that makes it easy to touch up, transform, rename hundreds of photos and apply effects, as well as convert image files from 400+ formats in a single operation. ReaConverter 5.5 supports both single and batch mode image conversion. Combination of simple interface with wide range of various functions provides a lot of opportunities to both amateurs and professionals in photo editing.

Millions of people convert their images from one format to another or edit them every day, not even guessing that the time they spend on it can be minimized. ReaSoft Development is happy to introduce its new powerful tool which enables to perform all the editing and conversion actions in batch mode. From now on, spend your time on yourself, ReaConverter 5.5 will do the job for you.

Thanks to the users feedback, ReaSoft Development has an opportunity to improve their products permanently. The latest ReaConverter version includes a new option - "JPEG repair" which is based on the wavelet denoising technology. Due to its universality JPEG is a very far and wide format. Initially it was intended for use in web applications, but now you can come across it everywhere, even in the high-end print production markets. As you may know JPEG format is encoded by lossy compression approach. This means that to achieve smaller file sizes, image data is actually thrown away. Thus, reduction of file size comes with deterioration of image quality. "JPEG repair" option enables to enhance the quality of images and to minimize "noise", undesired artifacts and negative effects of conversion to JPEG. From now on you can store your compressed high-quality pictures in JPEG format, without quality loss. This function is performed in Standard and Pro versions only.

ReaSoft Development had a chance to improve all the image editing actions in ReaConverter 5.5. Batch image editing operations are wider now. Just several image editing actions available with ReaConverter 5.5 include: editing canvas size, rotate, mirror, crop, resize, add border, add shadow, color replace, color resolution, remove noise, replace background, change image's brightness, contrast, change color balance using the

filters, add transparency watermarks and borders, replace one color with another, make a transparent GIF, modify images using different effects (sharpen, blur). You are also provided with the ability to set up personal settings (of use the default) to convert and edit images from the right click menu. To apply these actions you can use the command line or automated conversion and editing processing. Just imagine how much time you may save working with batch mode if you need to perform edition operations on many images.

Auto Image editing with ReaConverter 5.5 allows automatically rotate the picture from landscape to portrait orientation and vice versa as well as automatically crop a needed part of the image by specifying the cropping area color and its tolerance.

All the actions are available from GUI as well as from command line. Throughout the photo manipulation process, you are in complete control. Whether you are applying an artistic effect or touch up a group of images, you can see an accurate preview.

Besides, ReaConverter provides an opportunity to apply effects offered by a number of special Photoshop-compatible plugins produced by third-party vendors. The currently supported plugins are Exposure, Eye Candy 5 Impact, Xenofex 2 and Image Doctor made by Alien Skin Software. Exposure plugin gives images the look of black and white film, or color film. Eye Candy 5 Impact lets you achieve such special effects as bevels, brushed metal, chrome, glass, gradient glow, motion trail, super star. Xenofex 2 helps to simulate burnt edges, classic mosaic, constellation, cracks, crumple, flag, lighting, little fluffy clouds, puzzle, rip open, shatter, stain, television. Image Doctor provides such options as JPEG repair and spot lifter which, if needed, help in fixing your images and improving their quality.

Whether you're a business person who needs to manipulate groups of product photos, a home computer user who wants to organize and rename your family and travel pictures, or a student who wants to collect and resize images from the Internet, ReaConverter 5.5 has the tools that you need.

Just like the previous versions, ReaConverter 5.5 is released in editions: Lite, Standard and Pro, what is undoubtedly convenient and efficient. The Lite edition is a perfect choice for home users, who need to convert images into a range of formats: BMP, GIF, JP2, JPG, PCX, PNG, TGA, TIF, PDF and ICO. The Standard edition is intended for those who are in need of advanced image editing tools. The Pro edition is for power users, who need flexibility when working with hundreds of different images. ReaConverter 5.5 available in 9 languages.

Pricing and availability:

ReaConverter 5.5 is available for free download and evaluation at <http://www.reaconverter.com/download.html>

The price of registering program is \$39.95 for Lite Edition, \$69.95 for Standard edition, and \$99.00 for Pro Edition.

System requirements:

Windows® 98 / ME / 2000 / XP / 2003 server / Vista

About ReaSoft Development:

Founded in 1999, ReaSoft Development is a IT company specializing in producing highly efficient, well-made and user-friendly software to meet the needs of both business professionals and amateur home users. For more information, visit www.reasoft.com

Screenshots: <http://www.reaconverter.com/screens.html>

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Additional information on ReaConverter, as well as its free 15-day trial version is available from www.reaconverter.com

NOTE TO EDITORS: A free copy of ReaConverter Pro on CD is available upon request to all editors considering a review.