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PRESS RELEASE

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HDX4 Photo Manager will be presented on the PMA in Las Vegas

At the end of February, the ECCE TERRAM Internet Services company will go to Las Vegas to present its Photo2lab Software Suite on the important photo trade fair PMA, which will take place from 31 January to 2 February 2008. Integrated into the Photo2lab Software Suite is the HDX4 Photo Manager of HDX4 GmbH. This is a HDX4 Photo SDK for professional picture optimization.

HDX4 GmbH has specialised in the development of software all about the topics of burning and multimedia. A suitable tool for digital photography is the SDK HDX4 Photo Manager, which other companies can license to upgrade their own software with new functions. SDK includes the two modules HDX4 Natural Enhancement and HDX4 Upscaling, both proprietary developments of the technology laboratories of HDX4 GmbH.

Distinctive feature of the HDX4-modules is that they can help to turn any snapshot into a really professional photograph – it only takes a mouse click. So far, a photographer rather used the trial and error principle to adjust brightness, contrast and colours; now it is the software that detects the imperfections of pictures and corrects them without further inquiry at the user. Frank Simon of ECCE TERRAM: "Thanks to the HDX4-functions dark pictures with low contrast and matt colours are definitely a thing of the past. Suddenly, the sky is perfectly blue again and details, which were in the shade become visible again."

Photo2lab Software Suite on the PMA in Las Vegas

Among the companies having licensed the HDX4 Photo SDK is the German company ECCE TERRAM Internet Services. Photo2lab Software Suite has especially been developed for digital photo services, which want to digitalize all procedures from order to developing in the laboratory.

Part of this suite is the eccePhoto Offline-Client, which enables the customer to select his own pictures that are to be ordered as prints or to be used as fun products or for the creation of photo albums or calendars. Integrated in the Offline-Client is the HDX4 Photo Manager. It serves to optimise the pictures per mouse click before uploading them to the Internet, in order to bring out the best of the photographs. This is important because big laboratories cannot carry out later modifications of photo albums and calendars – in contrast to prints – without large effort

Frank Simon: "Among our customers are ORWO, Farbglanz Imaging, Pixelnet, Focus, TV Spielfilm, Kodak and many more."

ECCE TERRAM Internet Services presents its Photo2lab Software Suite with the integrated HDX4 Photo Manager on the worldwide most important photo trade fair PMA, which takes place in Las Vegas from 31 January to 2 February 2008. It can be found on stand K191-1 (ECCE TERRAM GmbH, LVCC, 2nd floor).

Homepage HDX4: <http://www.hdx4.com>

Homepage HDX4 SDK: <http://www.hdx4.com/english/developer/hdx4photomanager.php>

Homepage ECCE TERRAM: <http://www.ecce-terram.de>

Homepage PMA fair: http://www.pmai.org/index.cfm/ci_id/33573.htm

About HDX4 GmbH:

HDX4 GmbH was founded in 2001 and has its headquarters in Dortmund, Germany. The medium-sized company mainly deals with the development of new picture-and video optimization, which considerable

increases the quality of the source material by means of a self-developed technique. Via SDKs these functions can be taken over to any Multimedia-Software. HDX4 GmbH also offers all-encompassing support for a veritable cornucopia of video codecs, including (but by no means limited to) MPEG 1/2/4 (of course, the latter in the older H.263 as well as the newest H.264/AVC styles), Flash and MJPEG. As far as audio is concerned, you have AAC-LC, AAC-HE, ADPCM, AMR-NB and G.726 to choose between, and can choose further between an arsenal of container formats, such as 3GP/3GPP, AVI, MP4 and ASF. Detailed information can be found on www.hdx4.com.

Information about the manufacturer

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