

For Immediate Release

November 7, 2011

Contact: Bob Wolff
The Drucker Group (312) 867-4960**FineEye Color Solutions releases ICEit! 2.0
Photoshop Plug-In for Better Color Separations**

Grand Rapids, MI – FineEye Color Solutions Inc. has issued ICEit! 2.0, a revolutionary new color separation technology delivered as a Photoshop Plug-In. ICEit! captures more of the original RGB image's color gamut during the CMYK conversion, resulting in cleaner, brighter images that require less color editing.

ICEit! separations print better and reduce ink consumption regardless of the device they are imaged on. Supporting industry standard GRACoL and SWOP specifications, ICEit! separations work seamlessly in today's design, prepress, proofing and printing workflows.

"We are thrilled by the test community's overwhelming positive response to ICEit! We have worked hand-in-hand with Photoshop users from various backgrounds to ensure ICEit! delivers real value. It's great to bring a product to market that gets users this excited," said Steve MacDonald, FineEye CEO.

The ICEit! Plug-In replaces the default RGB to CMYK separation process in Photoshop. Simply open an RGB image, launch the Plug-In, choose a separation from the short list of options and ICEit!

ICEit! is offered as a base product and a professional version that includes additional functionality. With ICEit! Pro, you can place the ICEit! separation in a Photoshop layer for added flexibility in color editing. Create more "pop" in your images by using the Pro version's separation options – Colorize, Brighten or Extreme.

"The technology behind ICEit! is built on the core ICE Intelligent Color Engine found in our high-end ICEserver product," said Mike DiCosola, FineEye CTO. "ICEit is extremely unique in its ability to optimize color and image quality, beginning with the RGB source image. So much is lost today in the CYMK conversion, but ICEit! preserves more color right from the start."

ICEit! is a must-have tool for any Photoshop user that is converting from RGB to CMYK for print. ICEit! is offered as a subscription ranging from \$79-\$189 annually. As subscribers, users will have access to all improvements, upgrades, new technology and



support offered by FineEye Color. To access sample images and request a FREE 14-day trial, go to www.iceitcolor.com.

About FineEye

FineEye Color Solutions, Inc. is a Grand Rapids, Michigan based software development company focused on creating cutting edge color technologies for print and imaging. For more information visit the web site at www.fineeyecolor.com or contact Bob Wolff at The Drucker Group: (312) 867-4960.

-30-