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FXhome releases PhotoKey: greenscreen compositing for photographers

Norwich, England - 9 November 2007 - FXhome today released PhotoKey, a new greenscreen and bluescreen compositing application for Mac and PC. Designed specifically for photographers, PhotoKey makes high quality compositing easily accessible for enthusiasts and professionals.

Developed with feedback from photographers and incorporating enhanced technology from FXhome's award winning range of visual effects products, PhotoKey includes automatic keying, grading filters and a slick, friendly interface. Drawing on six years of experience developing compositing software, PhotoKey enables photographers to transport their clients to any location without leaving the comfort of the studio.

"We've always wanted to take what we've created for the video market and make it available to photographers," said Communications Manager Simon Jones. "In PhotoKey we've done that, providing a great keying solution that enables anyone with a stills camera to play with greenscreen photography. It's cutting edge technology driving a really simple and intuitive interface."

PhotoKey includes a newly developed keying technique that can automatically composite high quality photographs, while retaining the flexibility to provide superb results even with lower quality images. The foreground and background can be separately adjusted to create the perfect composition and effects such as depth of field and light spill can be applied. Completed images can then be saved to a high quality file or sent directly to a printer.

Available now from the FXhome.com online store, PhotoKey retails for \$99 (€79, £59) and includes free point updates, FXhome's rapid after-sales support service and access to the FXhome.com community. More information can be found at <http://fxhome.com/products/>.

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ABOUT FXHOME - FXhome is a leading software developer and consultancy firm, specialising in visual effects, web design and bespoke third party solutions. Over six years of experience and an international team of experts has positioned FXhome as the provider of choice for software, filmmaking and online services.