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FXhome PhotoKey 2 released for greenscreen photographers

Norwich, England - 3 December 2008 - Independent software developer FXhome has released PhotoKey 2, the latest version of its popular greenscreen photography product. Multiple improvements and new features make PhotoKey 2 the fastest and most versatile standalone greenscreen image compositor on the market.

The PhotoKey series enables photographers to integrate greenscreen photos into their portfolio. Drawing on FXhome's considerable experience in the compositing industry, PhotoKey 2 effortlessly removes green or blue backgrounds from photos, allowing friends, family and clients to be transported to anywhere in the world without leaving the comfort of the studio.

Since the original PhotoKey's release in late 2007, FXhome has been gathering detailed feedback from photographers. Continuing the company's tradition of improving software based on user request, PhotoKey 2 introduces an essential masking tool for dealing with troublesome composites as well as a greeting card designer, new special effects and numerous interface enhancements.

"Moving into the photography market with the original PhotoKey was hugely exciting for us," said Communications Manager Simon Jones. "PhotoKey 2 marks a big step forwards for the series, introducing core features such as masking and stylish additions like the silhouette special effect. We'll be continuing to talk to photographers throughout 2009 to make sure that PhotoKey 2 remains the best option for greenscreen photography."

PhotoKey 2 is available direct from the FXhome.com online store and authorised resellers for \$99 (£69, €79). Also available from FXhome.com is the PhotoKey 2 Bundle, which contains a 10' x 20' greenscreen, a collection of greeting card designs and a greenscreen tutorial DVD in addition to the software for only \$199 (£149, €159). PhotoKey 1 customers can upgrade to PhotoKey 2 for a discounted price of \$49 (£39, €39) or to the PhotoKey 2 Bundle for \$149 (£119, €119).

Please visit <http://fxhome.com/store/> for more details.

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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. Seven years of experience, 23 released products and an Internet community with over 100,000 registered members has positioned FXhome as a respected provider of software, filmmaking and online services.

FXhome software products for Mac and Windows PC include the award-winning visual effects series, VisionLab Studio, EffectsLab Pro and CompositeLab Pro; greenscreen photography products PhotoKey 2 and PhotoKey Batch; and Adobe After Effects plugins MuzzlePlug and PowerPlug. Also available are a range of instructional DVDs and stock packs for filmmakers and photographers.

CONTACT:

Simon Jones
FXhome Limited
Henderson Business Centre
Ivy Road
Norwich
England
NR5 8BF
+44 (0) 1603 251742
simon.jones@fxhome.com
<http://FXhome.com>