



FXhome Limited (UK)  
Henderson Business Centre  
Ivy Road  
Norwich  
NR5 8BF  
England

Web: [www.fxhome.com](http://www.fxhome.com)  
Contact: Simon Jones  
Telephone: +44 (0)1603 251742  
E-mail: [simon.iones@fxhome.com](mailto:simon.iones@fxhome.com)

## FOR IMMEDIATE RELEASE

### FXhome releases PhotoKey 3 software for green screen photographers

**Norwich, England, 10 November 2009** – FXhome Limited today released the latest incarnation of their popular PhotoKey series of green screen photography products. PhotoKey 3 and PhotoKey 3 Pro provide photographers with a rapid and high quality solution for working with green screen photos, with many new features available for people upgrading from previous versions. The new addition to the family, PhotoKey 3 Plug-in, makes the core PhotoKey compositing technology available within Adobe Photoshop.

FXhome entered the photography scene in 2007 with the original PhotoKey which quickly found popularity among both hobbyist and professional photographers. With increasing numbers of photographers experimenting with the creative potential of shooting green screen, PhotoKey 3 and PhotoKey 3 Pro offer an affordable and powerful solution that does not require prior image editing experience to achieve excellent results. Enhancements include a new text feature, additional filters and effects, vastly improved masking and positioning interfaces and hot folder support in PhotoKey 3 Pro.

“Each new version of PhotoKey gives photographers extra tools to play with,” said Communications Manager Simon Jones. “With PhotoKey 3 we’ve gone back to the drawing board and redesigned the software to provide the best possible experience for photographers and lots of new features. For the first time PhotoKey’s keying technology can also be used directly within Adobe Photoshop using the new PhotoKey 3 Plug-in, which is great news for all the Photoshop experts that are out there.”

PhotoKey 3 and PhotoKey 3 Pro provide high quality green screen compositing based on FXhome’s nine years in the video visual effects industry. Green screen or blue screen photographs are automatically detected and removed, giving photographers the freedom to make use of any background they want. Ideal for both studio and event work, PhotoKey revolutionises the process, removing the limitations of traditional, physical backings and replacing them with a single green screen that can be adapted to any situation.

PhotoKey 3 (\$149), PhotoKey 3 Pro (\$299) and PhotoKey 3 Plug-in (\$99) are available now from the [FXhome.com](http://FXhome.com) website with special launch discounts of up to 25%.

**- END -**

**ABOUT FXHOME** – FXhome is a leading software developer and consultancy firm, specialising in visual effects, web design and bespoke third party solutions. Nine years of experience, over 20 released software products and an Internet community with over 100,000 registered members has positioned FXhome as a highly 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; green screen photography products PhotoKey 3,

PhotoKey 3 Pro and PhotoKey 3 Plug-in for Adobe Photoshop; and Adobe After Effects plug-ins 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](mailto:simon.jones@fxhome.com)

<http://FXhome.com>