



Camera Bits Launches New Blog Called The Bits!

The company will feature tech news, inspirational interviews, original photography and user spotlights.

Portland, Oregon – December 15, 2013 – Camera Bits, the makers of Photo Mechanic, announced the launch of their new industry blog, *The Bits!* The blog will feature weekly posts on categories such as Tech Talk, Photo Mechanic User Spotlight, Inspirational Interviews and The Bits...of Portland!

“Our new blog is a natural fit for the mission of Camera Bits,” said Mick Orlosky, Director of Customer Communications. “We will not just feature helpful tips for using our photo workflow software. Every week, we will also highlight the amazing photography of prominent industry leaders, our customers and our staff.”

The topics for The Bits! blog categories will seek to both educate and inspire photographers. Tech Tips informs readers of new builds, versions, tutorials, and features of Photo Mechanic. The Bits...of Portland! showcases photos by the talented team of photographers at the company. Inspirational Interviews will be a monthly feature hosted by Orlosky with both established and up-and-coming professionals from all genres within the industry. Photo Mechanic User Spotlight introduces great work being done by the company’s customers.

Subscribers and readers can find The Bits! blog at <http://camerabits.tumblr.com>.

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Founded in 1996, Camera Bits is the developer of the popular software, *Photo Mechanic*. Since its first product launch, Camera Bits dedicated itself to supporting photographers with affordable workflow solutions. Camera Bits is a privately held company, headquartered just outside of Portland, Oregon. For additional information, call 503-547-2800 or visit camerabits.com.

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