



Camera Bits Announces Sponsorship of WPOW: Women Photojournalists of Washington Traveling LAUNCH Exhibit

Exhibit Visitors Will Have the Opportunity to Learn New Workflow Solutions with Photo Mechanic As They Draw Inspiration from WPOW's Images

Portland, OR (PRWEB) January 14, 2010 -- Camera Bits, Inc. (www.camerabits.com), a pioneering provider of software for professional digital photographers, today announced its exclusive sponsorship of the WPOW: Women Photojournalists of Washington traveling photography exhibit, LAUNCH. The exhibit, which premiered at the LOOK 3: The Festival of the Photograph in Charlottesville, VA, and displayed at the Honfleur Gallery for Fotoweeek 2009 in Washington, D.C., will soon travel to a variety of photojournalism schools across the country. WPOW's exhibit organizers hope the work featured in the show will continually inspire students and educate them on the importance and talents of women photographers in today's media.

Over the course of the next six months, LAUNCH will travel to universities specializing in photojournalism, such as Boston University, Temple University and Western Kentucky University, where the participants' works will be detailed and displayed. Consisting of over 200 editors, professional and student photojournalists, WPOW opened the juried show to the organization to contribute their imagery for consideration. As the exclusive sponsor of LAUNCH, Camera Bits has donated funds to the WPOW organization, as well as several copies of their award-winning photo browser and workflow accelerator software, Photo Mechanic.

WPOW President Jamie Rose, international photojournalist and director of Momenta Workshops in Washington, D.C., was already quite familiar with the program. She has lectured on the use of Photo Mechanic to improve workflow and better manage images all across the country and the world, including at the 2009 PDN PhotoPlus Expo in New York City, and considers Camera Bits to be an ideal partner for the exhibit.

"LAUNCH has been a very important exhibit for us as we launch our organization's first year as a nonprofit, and we're thrilled to have the gracious and generous support of Camera Bits," said Jamie Rose. "Photo Mechanic is the number one workflow software solution we recommend to our members. I have made it a benchmark of our teaching platform for our photography students with Momenta Workshops. I can't imagine working without it, both personally and professionally. I'm pleased to encourage other women photographers who are inspired by the beautiful work in LAUNCH to take the opportunity to learn to use Photo Mechanic to further their own successes."

Photo Mechanic is the most popular photo editing software used by photojournalists, major newspapers and news organizations, including The Associated Press, which standardized its workflow around Photo Mechanic, as well as educational institutions and the U.S. Military. The software solution was recently seen at the 2009 PDN PhotoPlus Expo in New York City, where Camera Bits' founder and president/CEO Dennis Walker presented a series of digital camera workflows made possible solely by the program, including utilizing



multiple cameras and employing multiple photo editors at once.

“It is a real pleasure for us to be able to support an exhibit like LAUNCH,” said Dennis Walker. “It’s very important to use the talents of successful female photojournalists and photographers to inspire others, and we’re proud to have been able to contribute to that cause. Photo Mechanic was designed to help professionals improve their practice, and it’s wonderful to know that students and professionals alike will have the opportunity to take their work to a new level using our program.”

Version 4.6.2 of Photo Mechanic was made available to the public on November 10, 2009. For additional information about Camera Bits or Photo Mechanic, please visit www.camerabits.com or call (503) 547-2800.

About Women Photojournalists of Washington (WPOW)

Women Photojournalists of Washington is a 501 organization based in Washington, D.C., dedicated to the advancement of women in the media and the education of the public about the work of women photographers around the globe. To learn more about the organization and for information about becoming involved, please visit <http://womenphotojournalists.org/>.

About Camera Bits

Camera Bits is a pioneering provider of software for professional digital photographers. Technology visionary and president/CEO Dennis Walker founded the company in 1996 with a simple purpose - design powerful, intuitive software that will improve the workflow of the digital photographer. Among the first of Camera Bits’ innovative developments were the unified color artifact and noise filter Quantum Mechanic, moiré pattern reducer Moiré Eraser, and “banding” noise filter Band Aide. The success of programs led to the development of the prize member of the Camera Bits’ digital arsenal, Photo Mechanic, a photo browser and workflow accelerator that to-date is unmatched in its vast capabilities. To learn more about the history of Camera Bits, the technology behind its software, the man behind it all, on how to apply for educational discount, please visit www.camerabits.com or call (503) 547-2800.

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