

## Camera News and Rumors

Photography news and announcements for new digital cameras, film cameras, SLR lenses, and photography software.

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### Latest Digital Camera Pro Review



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Pentax [18-55mm f/3.5-5.6 Lens](#)

By: [johnnyseng](#)

Date Created: 06/22/2007

Rating: ●●●●●

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#### Photo-John

Captain of the Ship



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#### Fisheye-Hemi Software Plug-In - Press Release

##### Image Trends, Inc. (ITI) Announces New Technology, Fisheye-Hemi Plug-In

Image Trends, a new company, reinvents fisheye image correction; Fisheye-Hemi: It's for people...

Austin, TX (October 30, 2006) – Image Trends, the provider of innovative digital imaging tools, announces today the Fisheye-Hemi Plug-In. This Adobe® Photoshop® Plug-in compatible filter renders an aesthetically pleasing and natural view of people. Human faces and bodies are natural and undistorted, even on the edges. Fisheye-Hemi corrects the extreme distortion of people, which is common with rectilinear methods. Fisheye-Hemi preserves more of the original resolution, displays the intended composition and framing as seen in the viewfinder, and straightens vertical lines.

"When we put this company together our goal was to reassemble the core group of founders and employees of the former Applied Science Fiction™ Company, to utilize their vast knowledge and development skills in bringing inventive new imaging products to market," said Dan Sullivan, president and CEO of Image Trends, Inc. "This announcement confirms that this group can get a product to market quickly, launching our company into the realm of inventive digital imaging companies. This product is from the mind of our Chief Scientist, Dr. Albert Edgar, the holder of over 80 US patents and the recipient of the PMDA Technical Achievement Award in 2003, and an accomplished wedding photographer. Fisheye-Hemi is the first of many new products that are planned for 2007 and beyond."

##### Fisheye-Hemi Plug-In

This Photoshop® plug-in filter is optimized to be fully automatic with full frame hemispheric fisheye lens images. Full frame fisheye is defined as conforming to the industry standard "equal area projection", mounted on a camera resulting in an image that covers 180 degrees diagonally. The use of Photoshop® tools, as outlined on the Web site [www.ImageTrendsInc.com](#), will allow the user to create actions to automatically correct for other camera and lens combinations, such as legacy fisheye lenses on APS sized DSLR sensors and fisheye adapters on point and shoot cameras. Fisheye-Hemi creates an aesthetically pleasing and natural view of the image using this inventive mapping technology.

The fisheye lens provides a unique way of viewing the world, with Fisheye-Hemi the photographer now has a new way to capture, share and sell incremental images. Any time people appear in a scene, such as in weddings, portraiture, sports, and events, a fisheye lens now can be a valuable addition. The photographer can now use the fisheye lens for underwater, commercial, product and fine art photography and be confident of their results.

Image Trends has a try before you buy policy, individuals are encouraged to download a free trial version (watermarks the image – do not save) from the Web site [www.ImageTrendsInc.com](#). The Fisheye-Hemi Plug-In is available for secure purchase on-line for \$29.95 US.

##### About Image Trends, Inc.

Image Trends, Inc. is a select team of talented product innovators, dedicated to the continued invention and development of creative tools and products that enrich our lives through The Science of Imaging. ITI licenses its branded technologies through Original Equipment Manufactures (OEMs) that provide products for the professional and consumer imaging markets. Additionally, ITI directly distributes Adobe® Photoshop® Plug-in compatible filters and stand alone image correction and enhancement applications. More information can be found on ITI's Web site at [www.ImageTrendsInc.com](#).

Photo-John

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