

**FOR IMMEDIATE RELEASE**

**UNIFIED COLOR AND PROMOTE SYSTEMS PARTNER TO OFFER COMPLETE HDR SOLUTION  
FOR PROFESSIONAL PHOTOGRAPHERS**

*Photographers can now save \$100 when they purchase the ultimate software pairing in the capture and post-production of HDR images, Promote® Remote Control and HDR Expose 3 software*

**Houston, TX and Belmont, CA, August 19, 2014** – Promote Systems and Unified Color Technologies, the experts in high dynamic range (HDR) imaging, today announced the availability of an exciting new bundle of the Promote® Remote Control and HDR Expose 3 software. [Available together](#) at a special price of \$348, a full \$100 less than buying both products separately, these best-in-class technologies empower serious HDR and time-lapse photography enthusiasts to create rich, natural-looking images of high-contrast scenes.

“As a location-based architectural photographer, I depend on these two products to produce HDR images without extensive lighting setups,” said John Warner of Warner Photography. “I appreciate the precision and reliability of the Promote Control for my various capture needs, from HDR to focus stacking and time-lapse photography. Meanwhile, HDR Expose 3 speeds up my post-production workflow with its batch capture for standard and panorama HDR. These are two of the most useful tools in my toolbox.”

**PROMOTE® CONTROL by Promote Systems**

As the industry’s most functionally-rich remote control for DSLRs, the Promote® Control features:

- Advanced HDR functionality
  - Brackets containing up to 45 images
  - Steps ranging from 1/3 to 9 EV
  - Accelerated HDR workflow, allowing the user to complete entire sequences up to 5 times faster than with any other solution
  - Bulb HDR, HDR time-lapse, HDR focus stacking
- Advanced functionality for time-lapse photography, high-precision Bulb Ramping with ISO control, Focus Stacking, Video control and more

“Promote Control is the must-have accessory for any photographer serious about capturing HDR exposure brackets,” said John Omvik, vice president of marketing for Unified Color Technologies. “Many popular DSLRs confine their auto-exposure bracket modes to just 3 frames, but Promote Control enables photographers to capture up to 45 bracketed exposures with the single press of a button. With HDR Expose 3 and Promote Control, photographers can capture and reproduce the full tonal range of any scene while minimizing camera movement. It’s a truly impressive system.”

**HDR EXPOSE 3 by Unified Color Technologies**

Increasingly known as the professional's choice for creating natural high-dynamic-range images, HDR Expose 3’s features include:

- Adaptive Tone-Mapping Algorithms
- Super-fast Merge & Alignment

- Powerful, Key-Frame-Based De-Ghosting Algorithms
- New Pano Prep Batch Merge & Processing
- Native 32-bit HDR color processing workflow (with no intermediary conversions to 16-bit resolution)

“HDR Expose 3 is unbelievably easy-to-use, yet very advanced in creating stunning HDR images,” said Artyom Kamshilin, senior developer at Promote Systems. “Thanks to well-tuned default settings you don’t have to spend a lot of time to start getting great results right out of the box, and its user interface works very well for either single images or batch processing. It was an easy decision to pair the Promote Control with such powerful software.”

### **Pricing & Availability**

This bundle is available immediately at <http://www.promote-control.com/hdr-expose-3-bundle>. Customers are asked to enter the code **100OFF** at time of check out to receive the bundle discount. All orders will be processed and fulfilled by Promote® Systems.

### **ABOUT PROMOTE® SYSTEMS**

Founded in 2008, Promote® Systems is a leading designer and manufacturer of electronic accessories for DSLR cameras. Its flagship product, Promote® Control, is the most feature-rich professional quality remote control solution for DSLRs. This and other Promote® products are designed, assembled and supported in the USA, and are available at <http://www.promotesystems.com> and through a network of photography retailers, including B&H Photo - Video and Adorama.

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### **ABOUT UNIFIED COLOR TECHNOLOGIES**

Unified Color Technologies is redefining the capabilities of visual technology with a unique color system that powers the next-generation of high dynamic range (HDR) imaging devices and software. Unified Color’s Beyond RGBTM color model presents a versatile color platform which maps a much larger color space that encompasses the full human visual spectrum including colors found in nature and man-made light sources. Powered by the Beyond RGB color model, the company’s flagship HDR software offerings have set a new industry standard for creating, depicting and editing the most realistic HDR images. More information about Unified Color can be found at <http://www.unifiedcolor.com>

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