

## **XChange International announce release of Bling! It Software**

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XChange International, the source for extended technology worldwide, are pleased to announce the upcoming release of Bling! It, which transforms ordinary product shots into extraordinary ones quickly and easily. Designed for everyone from the novice user to businessmen and web designers; Bling! It sets a new standard for web product shots. With Bling! It, users can replace everyday backgrounds with professional ones and sharpen and enhance a product's appearance.

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With Bling! It, users can replace everyday backgrounds with professional ones and sharpen and enhance a product's appearance. Bling! It helps users increase profits on auction sites like eBay, Amazon or company websites by displaying a product to its best advantage.

**Bling! It Offers 5 Easy Steps to Professional Web Shots:**

**Step 1. Remove the Old Background -** Use Bling! It to easily remove the old background but keep the product. Bling! It does all the hard work by tracing all the key edges in the image. Users simply paint Delete outside these edges and Bling! It will flood-fill right up to the edge of the product image, a bit like painting by numbers. Progress is visible in realtime in the Paintaway Viewer.

**Step 2. Set the Canvas Size -** Set the height, width and data weight for new web images either automatically from a convenient drop down menu of key auction sites like eBay or Amazon; or custom set them. Bling! It will automatically ensure that the data weight/image size will never go above the limit and will maintain optimal product image resolution.

**Step 3. Choose a Background -** Bling! It offers three sources of background. Generate them using the product's background design functions; alternatively load one using the large library of professional images or users can import their own images.

**Step 4. Improve the Product's Appearance -** If the product still needs a lift, Bling! It's tools will improve the product's appearance without editing-out anomalies. Sharpen the product; add a drop shadow or lift highlights. Even add a logo to the image.

**Step 5. Enhance the Product Resolution -** Web image resolution is greatly affected by data weight limits. Using clever technology, Bling! It will independently vary the resolution of the product and the background to estimate the product's optimal appearance under the data weight constraints. This can be adjusted using the Background Compression tool.

Bling! It benefits include:

- Get Ahead of the Competition by Getting Noticed

Bling! It takes the appearance of a user's products to the next level offering a real opportunity for increased product visibility.

- Transformed Workflow - Save Time

Whether upgrading current product shots or shooting new ones; Bling! It makes an impossibly long and complicated set of tasks easy and quick to perform.

- Make More Sales

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

There is no doubt that a great product shot induces a better customer response than an average one. How much more depends on each seller's circumstances; but Bling! It will offer incredible value and pay for itself in no time.

- Quick and Easy to Use

Users don't need a degree in image editing to work with Bling! It. Daunting image editing routines are now available to anybody. Through breakthrough technology it's possible to perform tasks that previously were only possible by skilled image editors.

System Requirements:

Macintosh -

PowerPC(r) G4 or G5 or Intel(r) processor

Mac OS X v.10.3.9, or 10.4.9 or later

512MB of RAM

250MB of available hard-disk space

Internet connection or email required for product activation

Bling! It is available now through XChange International. To order, or for more information, users can visit the XChange website, or call on +44(0)20 7490 4455 during UK business hours.

XChange International:

<http://www.xchangeuk.com>

Bling! It:

<http://www.xchangeuk.com/pd/detail/BLITAP001M01>

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