

## **30% Discount on ImageFramer to celebrate 30th birthday of Main Developer**

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Apparent Software is glad to provide a 30% discount, until 23 June 2008, on ImageFramer 2, their custom image framing utility for Mac OS X. This is to celebrate 30th birthday of the main developer. With a focus on ease-of-use, ImageFramer can apply photo-realistic frames to digital images, drawings or any original artwork. Users can add single frames (with multiple mats), watermarks, batch process several images at a time, as well as colorize or adjust Hue, Saturation and Brightness of frames.

Ashdod, Israel - Apparent Software is celebrating 30th birthday of the main developer by giving a 30% discount on all license options of ImageFramer 2, their custom image framing utility for Mac OS X. The discount is available until 23 June 2008 with coupon code 30BIRTHDAY at checkout.

ImageFramer 2.0 includes over 60 frame designs, and supports multiple variations to allow easy comparison of various framing designs. Artists and photographers alike will love the ability to adapt the color, size and mat for the best appearance with very flexible export options. ImageFramer also offers a selectable background color to simulate hanging on a wall.

Version 2.0.1 was also released on June 13, adding several UI improvements and bug fixes.

Version 2.0, released on May 25, was a major release, sporting many improvements and bug fixes.

- \* Frame personal and family images in batch or one by one
- \* Apply flat color or photorealistic frames
- \* Adapt the color, and mat of the frame for the best painting appearance before ordering a real one
- \* Selectable background (wall) color to preview hanging on a wall
- \* Easily compare multiple variations for each image
- \* Adapt the color and sizes of the frame and the inner mat
- \* Export the framed image to a number of formats in a number of sizes
- \* Flexible watermarking support using images
- \* Use standalone or with Adobe Lightroom or other programs
- \* Over 30 new photorealistic frames
- \* Full user manual available, including instructions of adding own frames

Language support:  
English, and Japanese

Minimum Requirements:

- \* Mac OS X Version 10.4 or later
- \* Universal Binary for PowerPC and Intel
- \* 13.9 MB Hard Drive space
- \* Core Image

Pricing and Availability:

ImageFramer 2.0 can be purchased for \$39.00 USD (per single computer license). A Family option is available for only \$49.00 USD. A full-featured, trial version can be downloaded. A 30 percent discount is available until 23 June 2008 with coupon code 30BIRTHDAY at checkout on all license types.

Apparent Software:

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

<http://www.apparentsoft.com/>

ImageFramer:

<http://www.apparentsoft.com/imageframer>

Download ImageFramer:

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Screenshots:

<http://www.apparentsoft.com/imageframer/screenshots>

Application Icon:

[http://www.apparentsoft.com/images/imageframer\\_logo\\_shadow.jpg](http://www.apparentsoft.com/images/imageframer_logo_shadow.jpg)

Located in Ashdod, Israel, Apparent Software is a privately funded company founded in 2006 by Jacob Gorban. Leveraging his experience in internet and Windows development, Jacob has been programming for more than 12 years. With a focus on the Mac platform, Apparent Software's mission is creating useful and unique software, complemented by first-class support for its customers. Copyright 2007-2008 Apparent Software. All Rights Reserved. Apple, the Apple logo, are registered trademarks of Apple Computer in the U.S. and/or other countries.

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