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NewBlueFX Included in the New Corel® VideoStudio® Pro X3

LA JOLLA, CA (March 09, 2010)— Innovative effects designer and technology developer NewBlue, Inc. announces the inclusion of select NewBlueFX plugins in the latest release of Corel® VideoStudio® Pro X3. The NewBlue collection includes NewBlue Sampler Pack, Audio Scrubbers and Picture-in-Picture, as well as the NewBlue Pixelator for the Japanese version of Corel VideoStudio Pro X3.

In delivering NewBlueFX, NewBlue worked closely with Corel to give its customers powerful effects features with minimal learning curve. Explains Jan Piros, who leads Product Management for Corel VideoStudio Pro., “Corel VideoStudio Pro X3 was created specifically to give video enthusiasts a streamlined and powerful environment where they could easily bring their creative ideas to life. We looked to offer the best third-party tools that could help us deliver this goal and these sophisticated effects from NewBlueFX are a perfect fit.”

The NewBlueFX release marks the continuation of NewBlue’s relationship with Corel.

“We’re so pleased to continue our relationship with Corel Corporation and help Corel VideoStudio Pro X3 deliver an ideal set of features for video enthusiasts,” adds Melissa Jordan Grey, NewBlue’s chief strategic officer.

Corel VideoStudio Pro X3 includes the following NewBlueFX plugins:

- 3D Confetti from NewBlue 3D Explosions turns the first scene into bits of three-dimensional confetti that blow off the screen to reveal the second scene.
- 3D Pizza Boxes from NewBlue 3D Transformations build a stack of spinning boxes with the sides alternating between the first and second scene.
- Active Camera from NewBlue Motion Effects simulates every variety of camera jitter, from agitated hand-held to jack hammer or a gentle train ride.

- Air Brush from NewBlue Art Effects creates an air brushed effect by smoothing colors while maintaining sharp edges.
- Audio Polish from NewBlue Audio Scrubbers cleans and enhances audio tracks with minimum effort.
- Auto Mute from NewBlue Audio Scrubbers removes background noise by muting the signal below a threshold, a technique also known as "noise gating."
- Cleaner from NewBlue Audio Scrubbers removes many undesirable sounds from the mix.
- Color Melt from NewBlue Art Blends morphs between two clips by expanding and softening the colors.
- Crop Borders from NewBlue Video Essentials quickly and easily eliminates unnecessary video borders.
- Detail Enhancer from NewBlue Video Essentials strengthens the lines and edges in the video image, bringing out detail in a dull or foggy scene and resulting in a clearer picture.
- Hum Remover from NewBlue Audio Scrubbers removes electrical hum by applying a notch filter to the specific hum frequency and its harmonics (overtones).
- Noise Fader from NewBlue Audio Scrubbers dynamically reduces the background sound by fading the signal progressively when it goes below a set threshold.
- Noise Reducer from NewBlue Audio Scrubbers eliminates background noise with a powerful yet remarkably simple to use tool.
- Paper Collage from NewBlue Paint Blends blends between two clips as it builds the video image from layers of colored paper.
- Picture-in-Picture from NewBlueVideo Essentials II provides a very thorough picture-in-picture effect that includes full 3D geometry, border, shadow and reflection features.
- Pixelator (Japanese version only) from NewBlue Video Essentials replaces an oval area on the screen with large colored blocks, obscuring the underlying image.
- Smear from NewBlue Motion Blends blurs the first clip along a motion axis, then clears the blur to reveal the second clip.
- Water Color from NewBlue Paint Effects repaints the video scene so that it resembles a water color painting.

Corel VideoStudio Pro X3 is available in North America at a suggested retail price (SRP) of \$99.99 (USD and CDN) for the full version or \$79.99 for the upgrade. Corel also offers the Corel Photo & Video Pro X3 Bundle featuring both Corel VideoStudio Pro X3 and Corel(r) PaintShop Photo(tm) Pro X3 for \$149.99 (SRP). Corel VideoStudio Pro X3 is also available globally in Chinese Traditional, Dutch, French, German, Italian, Japanese, Polish and Spanish.

To purchase Corel VideoStudio Pro X3 or download a free 30-day trial, please visit www.corel.com/videostudio.

For Corel VideoStudio Pro X3 press and blogger resources including reviewer's materials, images and videos, please visit www.corel.com/media.

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About Corel

Corel is one of the world's top software companies with more than 100 million active users in over 75 countries. We develop software that helps people express their ideas and share their stories in more exciting, creative and persuasive ways. Through the years, we've built a reputation for delivering innovative, trusted products that are easy to learn and use, helping people achieve new levels of productivity. The industry has responded with hundreds of awards for software innovation, design and value.

About NewBlue, Inc.

NewBlue, Inc. develops innovative audio, video and multimedia technologies for leading companies throughout the world. Founded in early 2002, NewBlue creates and licenses a range of proprietary technologies— including a series of NewBlueFX video technologies, the NewBlue Audio Engine and Audiomatrix technology platform— that meet the varied multimedia needs of mid- and large-sized companies. Experienced developers, musicians, artists, and software professionals with a unique and commanding set of skills, experience and talent comprise the NewBlue team.

The company unveiled its NewBlueFX product line in 2006 to meet the needs of digital video editing enthusiasts. The NewBlueFX collection of software plug-ins includes special audio and video effects, such as audio filters, noise reduction, equalization, compression and dozens of sophisticated graphic filters and transitions. To date, the NewBlueFX line includes 5 audio-oriented plug-in collections and over 15 video-oriented effects and transitions collections for the Adobe Premiere, Avid Liquid, Avid Media Composer, Avid Xpress Pro, Pinnacle Studio and Sony Vegas desktop video product lines, as well as AVCHD UpShift, an AVCHD conversion utility.

For further information on NewBlueFX, please see <http://www.newbluefx.com/media.html>.

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