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NewBlueFX Boosts Creativity in New Adobe Elements 9

LA JOLLA, CA (November 17, 2010)— Innovative video effects creator and technology developer NewBlue, Inc. announces the inclusion of select NewBlueFX plugins in the latest release of Adobe Premiere Elements 9. The NewBlue collection of integrated video effects filters provides a creative set of plugins that give Adobe users dynamic, easy to use creativity tools.

In delivering the collection, NewBlue worked closely with Adobe to give its customers powerful effects with a minimal learning curve. These NewBlueFX video plugins turn any video into an animated film and solve basic audio problems.

"We have long history of providing high quality effects to Adobe users, and we're very excited to extend our relationship with such a creative provider of high quality software" adds Melissa Jordan Grey, NewBlue's CEO and Chief Creative Officer.

Adobe Premiere Elements 9 includes the following NewBlueFX plugins:

Cartoonr Plus (from NewBlue Paint Effects), which transforms the video image into a cartoon-like illustration by drawing dark lines around the edges of shapes and painting in between with smooth layers of colors.

NewBlue Audio Scrubbers Collection, including the following six filters:

- *Audio Polish*, which cleans and enhances audio tracks with minimum effort. It includes noise reduction, compression, brightening, and even adds a touch of reverberation.
- *Auto Mute*, which removes background noise by muting the signal below a threshold, a technique also known as "noise gating." This is particularly useful with voice over narration.

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- *Cleaner*, which removes many undesirable sounds from the mix. This must-have tool includes both noise reduction circuitry and hum elimination.
- *Hum Remover*, which removes electrical hum by applying a notch filter to the specific hum frequency and its harmonics (overtones).
- *Noise Fader*, which dynamically reduces the background sound by fading the signal progressively when it goes below a set threshold.
- *Noise Reducer*, which eliminates background noise with a powerful yet remarkably simple to use tool.

To purchase Adobe Premiere Elements 9 , please visit <http://www.adobe.com/product>

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About Adobe Systems Incorporated

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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 16 video-oriented effects and transitions collections for the Adobe Premiere, Apple Final Cut, Apple Final Cut Pro, Avid Liquid, Avid Media Composer, Avid Xpress Pro, Corel VideoStudio, Grass Valley EDIUS, 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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