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Zoner Software, Brno, Czech Republic

Zoner Software to exhibit at world's largest consumer electronics and photographic equipment fair—PMA@CES in Las Vegas

(Brno, January 9th, 2012) This year Zoner Software will be exhibiting for the first time at what many journalists are calling the Fair of the Year: the 2012 International Consumer Electronics Show. This year, CES has joined forces with the PMA Conference, the second most important celebration of photographic equipment. Amazing new products and future trends from the world of electronics and software are presented at CES every year. Zoner Software will be there to present Zoner Photo Studio 14—the latest version of its photo software.

"The latest version is groundbreaking in its use of the latest technology—for example it's the first photo manager to use CUDA and OpenCL to accelerate photo editing. Until now these technologies, based on harnessing the graphics card for calculations, have mainly been the domain of computer games—now we're putting it to more serious use. But we're here in America to talk about more than just that: we want potential American users to see the benefits of Zoner Photo Studio," says Zoner Software's Head of Operations of the company's participation at this prestigious fair.

The fair will take place from January 10th to 13th and over 170 thousand people are expected to participate. The PMA@CES fair is about more than just promoting Zoner Photo Studio and the Zonerama web gallery to potential customers, however; it is also an exceptional opportunity to meet with existing business partners and to create new partnerships.

Zoner Photo Studio is comprehensive software for work with digital photographs. It accompanies users throughout the whole cycle of photo processing, including acquiring, editing, and touch ups, creating effects, organizing, archiving, publishing and sharing their work. Zoner Photo Studio was the first comprehensive digital photo processing software to include support for GPS and for creating 3D pictures.

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