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muvee, Album Printer, FixFoto Sign Licensing Agreements To Integrate Perfectly Clear Image Correction Technology

Award-Winning Technology Enhances Music Videos, Digital Photo Albums, Digital Photos

COLOGNE, Germany (26 September 2006) – Athentech® Technologies Inc. (“Athentech”) today said it has signed licensing agreements with three specialty consumer-oriented digital imaging firms to add its patented, award-winning Perfectly Clear® image correction technology into their “niche” applications. The announcement came during the photokina convention and trade show here.

Under the licensing agreements, Perfectly Clear® is being integrated into muveeNow, a new multimedia slideshow creation tool from muvee Technologies, and photo book creation software from Album Printer in the Netherlands, Athentech said. It also is being included as a plug-in that comes shipped with imaging software from the German company FixFoto, the company said.

Perfectly Clear® image correction technology is widely considered to be the smallest, fastest and most accurate image correction application available – providing exceptional image quality and seamless system integration. Today, Perfectly Clear® is installed in more than 23,000 kiosks spread out across more than 30 countries, and integrated into dozens of digital imaging applications to produce photos that are accurate in every way – meaning that customers’ memories are perfectly preserved, according to Athentech.

“Our product instantly and automatically creates emotionally engaging music video productions out of the photos and videos that consumers shoot every day,” said Terence Swee, co-founder and Chief Opportunities Officer of muvee. “While we constantly improve muvee’s core Artistic Intelligence™ engine, we also believe in licensing the best components for our products. We’re very impressed with how Perfectly Clear® helps us deliver better quality pictures in our productions. muvee is about the marriage of art and science, and PerfectlyClear is an example of an excellent product that combines both. We’re very pleased to be working with Athentech.”

muvee Technologies’ new PC product, called muveeNow, is an easy-to-use wizard-driven video-and slideshow-production software that incorporates Athentech’s Perfectly Clear® technology. In just three easy steps, users select their video and pictures, add their favorite music and choose a production style. muveeNow then automatically applies themed style effects and transitions to highlights of the customer’s footage to create a finished production that can be saved in various formats or burned to DVD. Users need no prior experience working with video to achieve professional-looking results in seconds. muvee is previewing muveeNow at photokina, Hall 04.1, Aisle E, Stand Number 041.

muvee also expects to include PerfectlyClear® in its B2B muveeKiosk plug-in which enables photo kiosk makers to offer their customers quick and easy creation of compelling multimedia slideshows that can be burned to DVD.

“Digital imaging enterprises that provide all kinds of image-related products and services are finding common ground in the ability of our Perfectly Clear® technology to improve their offerings, increase their

sales and simplify their workflow,” Athentech President Brad Malcolm said. “We’re pleased to be providing the only digital-based image-correction technology available. It’s having a very positive effect on digital imagers who adopt it. We’re very excited to count muvee, Album Printer and FixFoto among our partners.”

Perfectly Clear[®] is included in literally millions of copies of digital image management and manipulation software, including Bibble for professional photographers and SimpleStar’s Photoshow for enthusiasts and consumers, Athentech said. Users, such as Jim Holt, a working photographer from Napa, Calif., found Perfectly Clear[®] to be both robust enough to meet his professional standards and easy enough to lighten his work load: “I’m always looking for ways to cut my digital workflow time, and I like strong, reliable image applications that actually work and give me the quality I need. That way, I can devote more time to actual photography and to my clients,” Holt said. “I give Perfectly Clear[®] very high scores on both counts.”

Visitors to Athentech’s photokina exhibit booth (Hall 4.1, Stand C-017) will participate in demonstrations of all the primary capabilities of the technology in a variety of settings, the company said, from integration into kiosks to home and professional lab use.

About Perfectly Clear[®]

Because light passes through a single aperture in cameras, captured images are not uniformly exposed. Some industry data suggest that almost 80 percent of all images taken are at least partially underexposed, and 15 percent exhibit red-eye problems. Perfectly Clear[®] automatically corrects underexposures, removes abnormal tints, provides depth, clarity, vibrancy and color correction, and integrates a pair of leading proprietary applications: Noiseware for digital noise removal and FotoNation for red-eye removal.

Perfectly Clear[®], invented for the digital world, is modeled on the physics principles of light. Unlike traditional analogue-based approaches that can actually damage true color, create artifacts and cause clipping, Perfectly Clear[®] is the only solution that operates like the human eye – optimizing and correcting the light in each and every pixel, perfectly preserving the photographer’s memory. The result is stunning pictures regardless of how they are viewed – electronically or as prints. In less than one second, Perfectly Clear[®] for photographic applications optimizes the lighting in each pixel while maintaining true color with zero clipping and no artifacts. Perfectly Clear[®] won the 2005 DIMA Award for Innovative Digital Product of the Year.

About Athentech[®] Technologies Inc.

Athentech[®] Technologies Inc. is an entrepreneurial, privately held company headquartered in Calgary, Alberta, involved in enterprises as diverse as geological mapping, fiber-optic networks and digital imaging. Athentech[®] Imaging, a division of Athentech[®] Technologies Inc, licenses its Perfectly Clear[®] image correction software to companies for inclusion in their still and motion/video cameras, x-ray and medical imaging machines, satellites, telescopes, scanners, editing equipment and image manipulation software. It is now making Perfectly Clear[®] available to consumers, professional photographers and photo labs.

For more information, please visit: <http://www.athentech.com>.

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