On September 4th, 2013 Corel launched the PaintShop Pro X6 family of photo editing and design software. The new version was developed based on the extensive research into the requests of the product's users. Below are key findings of that research and valuable insight into the nature of today's photo enthusiast.

PaintShop Pro X6: What is it?

With over 2.6 million users worldwide, PaintShop Pro is one of the world's leading photo-editing and design software. It is available directly from Corel.com or from Corel's global resellers in 9 languages including English, Japanese, German, French, Italian, Dutch, Spanish, Chinese Traditional and Russian. PaintShop Pro is available in two versions, a $79.99 Pro version, and a $99 Ultimate edition.

Why do people choose PaintShop Pro?

PaintShop Pro is known for its advanced, but easy-to-use feature set for photo editing and digital design. It is also affordable, with prices starting at $59.99. Primarily used by consumer photo and graphics enthusiasts, it is available as packaged software, as a download or via volume licensing for schools and businesses.

How does it compare to Adobe Photoshop?

Corel PaintShop Pro is a direct competitor to Adobe Photoshop, offering advanced professional photo-editing features such as layers, levels and curves, HDR tools, RAW processing and many other features.

Differentiating features include its availability on a perpetual license, pricing of between $59 and $99, and its inclusion of free in-product learning tools, including the new Discovery Center for video learning, or the Learning Palette, which provides step by step tools to perform common editing tasks.

Research Findings

Research findings are based on Corel survey data. Participants in the research were invited from a variety of methods: A random sample of registered users of PaintShop Pro 9 and higher in North America, United Kingdom, Australia and New Zealand, as well as participants in our "Corel Your Way" research panel which is made up of more than 8,500 participants.

Types of users:

• The majority of PaintShop Pro users can be described as photo enthusiasts -- non professional, but serious or hobbyist photographers, or other creative photo users

• A substantial number of customers (**21%**) use PaintShop Pro at work in education, sign-making, law enforcement or small business.

• **3%** of PaintShop Pro users are Pro Photographers

Photo Enthusiast
76%
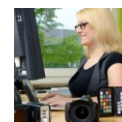
Users in Career - Not Primary income source
21%

Professional Photographer
3%

Product split:
PaintShop Pro is available in two versions, a $79.99 Pro version, and a $99 Ultimate edition

Since version X3, just less than half - 46% - opt to upgrade to the more advanced and feature rich Ultimate edition

Types of cameras:

• Mirroring the popularity of Digital SLR cameras and smartphones, PaintShop Pro users have increasingly moved from point-and-shoot cameras in favour of the quality of DSLRs and versatility of mobile handhelds
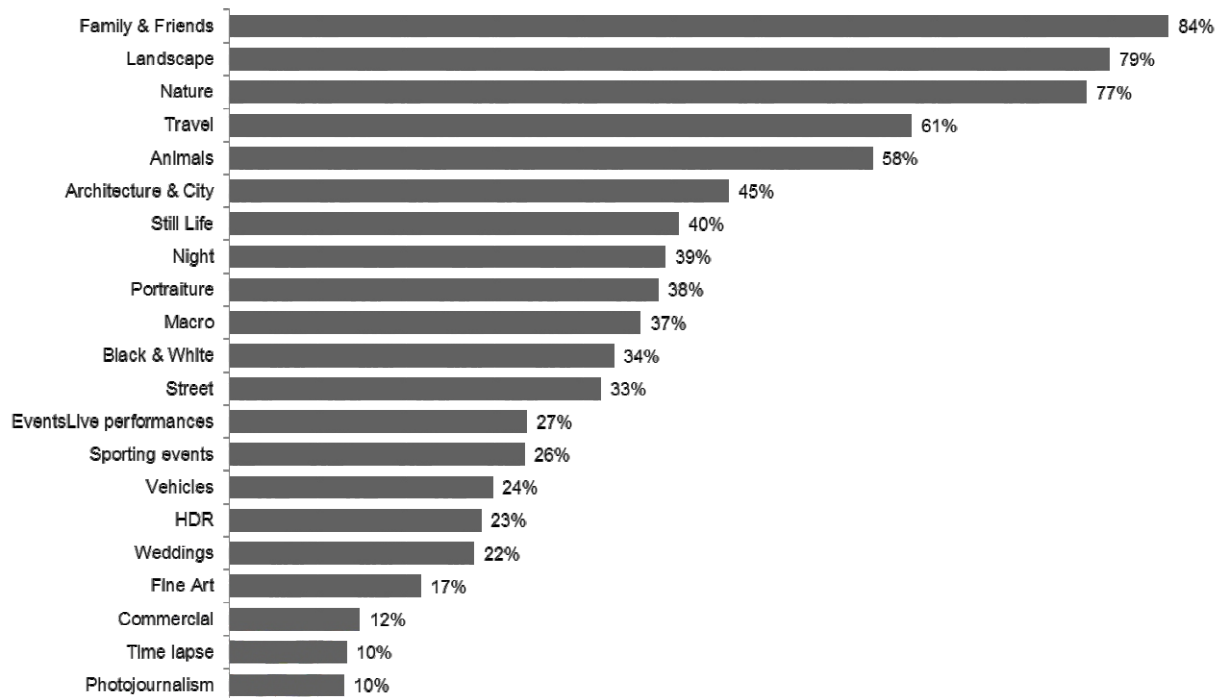
75%
up from 69% in 2010

49%
up from 43% in 2010
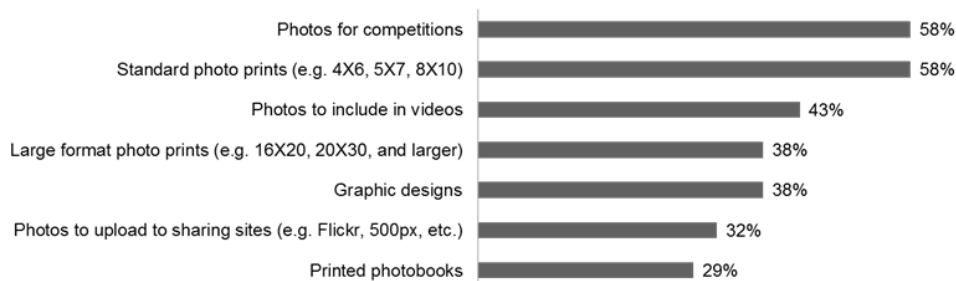
59%
down from 80% in 2010

Types of Photos Most Worked With:

Photo enthusiasts shoot a wide variety of subjects, but their favourite subjects are friends and family, landscapes and nature

Category	Percent
Family & Friends	84%
Landscape	79%
Nature	77%
Travel	61%
Animals	58%
Architecture & City	45%
Still Life	40%
Night	39%
Portraiture	38%
Macro	37%
Black & White	34%
Street	33%
EventsLive performances	27%
Sporting events	26%
Vehicles	24%
HDR	23%
Weddings	22%
Fine Art	17%
Commercial	12%
Time lapse	10%
Photojournalism	10%

Types of Projects Produced:

• In a surprise finding, 58% of research respondents produce photos for ccompetitions, such as Corel's recent "Hit us with your Best Shot" contest on Facebook

• Users' primary choice of output is standard photo prints

• Good news for Corel's new Photo Video Suite X6, which combines PaintShop Pro X6 with VideoStudio Pro X6, 43% of respondents are using photos in videos or slideshows

• Graphic designers find excellent value in PaintShop Pro's digital design tools. 38% of PaintShop Pro users make graphic designs for personal or business use

What kind of photo projects do you produce?

Project	Percent
Photos for competitions	58%
Standard photo prints (e.g. 4X6, 5X7, 8X10)	58%
Photos to include in videos	43%
Large format photo prints (e.g. 16X20, 20X30, and larger)	38%
Graphic designs	38%
Photos to upload to sharing sites (e.g. Flickr, 500px, etc.)	32%
Printed photobooks	29%

**Things they would like Corel to invest in:**

- Respondents were vocal in a technically sophisticated area, calling for 64-bit support.

  ○ PaintShop Pro X6 was subsequently built on a 64-bit architecture for more speed and power app-wide.

  ○ The product is considered the most powerful PaintShop Pro in the brand's history

- Other improvements were made based on these findings including refinement of the user interface, workflow improvements involving a wide number of features and better selection tools, common to many retouching workflows
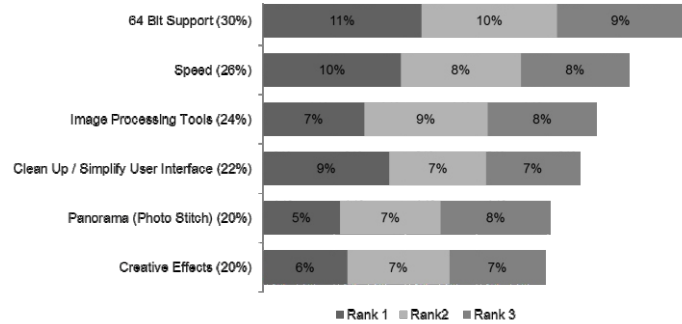
Likeliness to Subscribe:

- Echoing the significant backlash to Adobe's move to subscription licensing for Photoshop, research respondents voiced a preference

- The following bar charts measure respondents' likeliness to adopt a software subscription

*Pls note – the user base research was done prior to Adobe's announcement
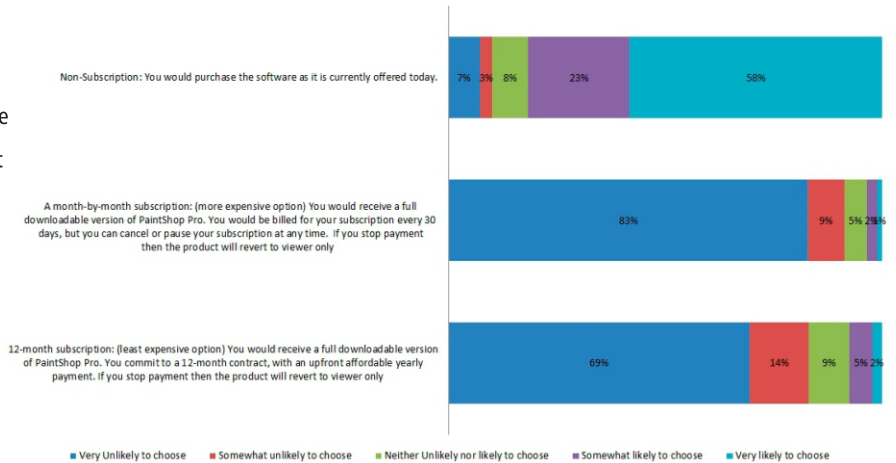
A Corel spokesperson would be pleased to answer your questions about this research.
For more information please contact:

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