



*freedom to create your way™*

For Immediate Release

## **Introducing Corel® Digital Studio™ 2010**

*Finally, Photo and Video Come Together in an All-New Creative Experience on the PC*

**London, UK - 2 September 2009** - Corel Corporation (NASDAQ:CREL) (TSX:CRE) today introduced its all-new photo and video product Corel® Digital Studio™ 2010. Now it is simple, fast and fun for everyone to enjoy and share their favourite photos and videos all within one integrated and engaging environment. Offering an elegant design and intuitive tools, Corel Digital Studio inspires creativity and confidence by making it easy for anyone to create beautiful photo and video projects with no previous experience required.

While the average family takes hundreds of digital photos and video clips each year, various research indicates that less than half edit their photos and fewer still edit their videos. As a result, digital memories sit dormant on family computers without ever being enjoyed or shared. Why? Because most people just haven't found photo editing and video editing on the PC to be the simple and rewarding experience they're looking for. Corel Digital Studio 2010 responds to this need by bringing together photo, video, DVD burning and playback, all within one easy, fun and engaging environment.

With Corel Digital Studio 2010, all your photos and videos come together in one simple creative experience. Whether you are making one-click fixes to your photos and videos, creating a photo book, making slideshows or home movies complete with your own soundtrack, or burning high-definition DVDs, you'll enjoy the same elegant look and feel across the Studio. In this integrated and intuitive environment, once you learn how to do one task, you'll quickly know how to do them all.

"With Corel Digital Studio, PC users finally have a simple, fast and fun way to enjoy their photos and videos, and create something amazing that they can share with others," said Daniel Weisbeck, Corel's Vice President, Global Product Marketing. "With its simple, elegant design and intuitive, all-in-one approach, Corel Digital Studio removes barriers, inspires creativity and gives everyone the ability to create and share something memorable in just minutes."

Corel Digital Studio 2010 is designed to take advantage of the latest Microsoft® Windows® 7 advances including the natural, hands-on experience offered by Windows Touch. The product also offers a great creative environment for customers using Windows® XP or Windows Vista®. Corel Digital Studio 2010 is just one example of the design innovation that resulted in Microsoft naming Corel its Global ISV Consumer Partner of the Year in June 2009.

"There is no other creative software application on the market that offers consumers new and unique ways to experience creative multi-touch features complementing Windows 7 in the way that Corel Digital Studio 2010 does. Windows 7 & Corel make new things possible" Christian Georgeson, Windows Consumer Product Manager at Microsoft.

## **Corel Digital Studio 2010: Create Amazing Photo and Video Projects in Minutes**

You don't have to master overly complex software programs or spend hours working on your projects. Corel Digital Studio is designed specifically for users who value simplicity and want results fast.

- **Movie Making Made Easy:** Finally, movie making is something everyone can enjoy. With its simple interface and intuitive controls, Corel Digital Studio offers a groundbreaking, visual approach to video projects that makes it easy for anyone to enhance and share favorite video memories -- even in HD.
- **Creative Photo Projects:** Thrill friends and family with beautiful photo books and calendars that you can create in just minutes from within Corel Digital Studio. There's no lengthy online uploading process to slow you down when you want to get creative. Instead, you can focus on your memories, create your project and when you're done, print at home or have your creation professionally printed using Corel's online service.\*
- **All Your Media in One Place:** The Media Organizer brings all your photos and videos together so you can more easily search, find and organize your favorite memories. You can also access your music library to add your own personal soundtrack to slideshows and home movies. The Media Organizer is the starting point for all your projects, making it easy to move from one task to another.
- **Online Sharing Has Never Been Easier:** Share your files and projects any way you choose. Use email, Flickr™, Facebook™ and YouTube™, or send to your mobile device. With Corel Digital Studio, connecting with friends and family is just a few clicks away.
- **Simple Backup and Burn:** Backup and protect your photo and video memories, burn a professional-looking DVD complete with Hollywood-style menus, or create audio CDs and MP3 discs by simply dragging and dropping. It's never been this easy.

### **Pricing and Availability**

Corel Digital Studio 2010 is now available globally in English, German, French, Italian, Dutch, Spanish and Chinese Traditional as an electronic software download (ESD) at a SRP of £59 incl. VAT. Corel Digital Studio 2010 will also be available at leading retailers around the world starting in mid-September 2009. For more information, to purchase an ESD or download a free, fully featured 30-day trial, please visit [www.corel.com](http://www.corel.com)

The individual photo and video components of Corel Digital Studio 2010 can also be purchased as standalone products. Corel® PaintShop Photo™ Express 2010 is available at a SRP of £29 incl. VAT and Corel® VideoStudio® Express 2010 £39 incl. VAT.

\*Online printing services available starting mid-September 2009 in the US, Canada, UK, Germany, Italy, Spain, France and the Netherlands. Online printing services to follow in other regions.

### **Press & Blogger Resources**

For additional Corel Digital Studio 2010 resources including video, reviewers materials and images, please visit [www.corel.co.uk/virtual\\_presskit](http://www.corel.co.uk/virtual_presskit)

## **About Corel**

Corel ([www.corel.com](http://www.corel.com)) 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.

Our award-winning product portfolio includes some of the world's most widely recognized and popular software brands, including CorelDRAW® Graphics Suite, Corel® Painter™, Corel DESIGNER® Technical Suite, Corel® Paint Shop Pro® Photo, VideoStudio®, WinDVD®, Corel® WordPerfect® Office and WinZip®. Our global headquarters are in Ottawa, Canada, with major offices in the United States, United Kingdom, Germany, China, Taiwan and Japan.

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