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PRESS RELEASE/FOR IMMEDIATE RELEASE

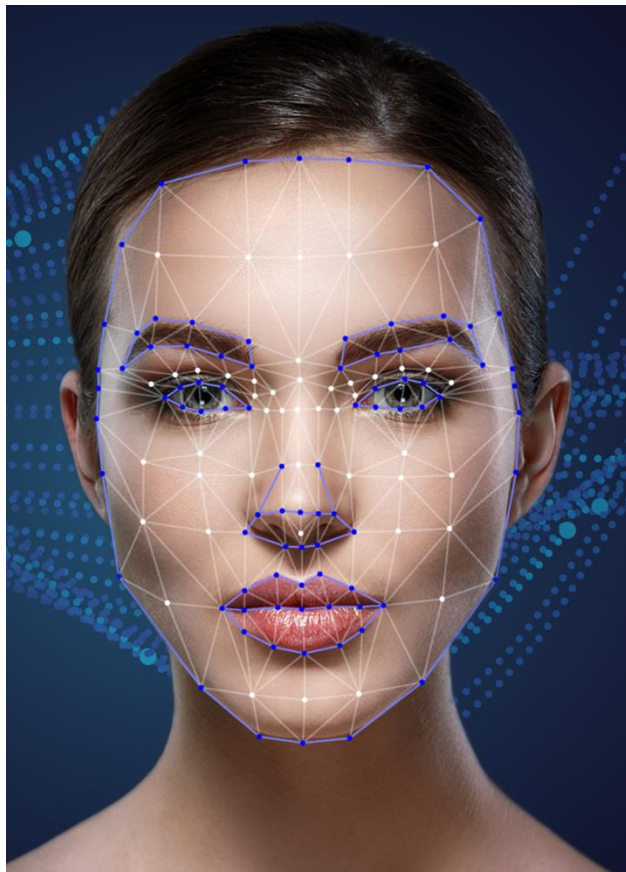
Anthropics Launches PortraitPro 18 with Advanced Artificial Intelligence, Expanded Image Recognition, Layers, Smart Filter, Hair Volumizing and More

October 25, 2018. London, UK. Anthropics Technology announced today the launch of [PortraitPro 18](#) photo editing software (standalone/plugin). Powered by advanced artificial intelligence, it's the fastest and easiest PortraitPro ever. Advanced image recognition makes feature finding and background editing ultra easy and accurate. Other new features include a totally customizable Restore Brush which allows you to remove all edits from an area and work with more complex images, advanced Layers function with watermark, logo or sticker options, Smart Filter for seamless integration with Photoshop, new Hair Shape slider, Closed/Open Eye controls, and a host of improvements to skin and hair finding. Anthropics' unique artificial intelligence and image processing algorithms ensure the software is intuitive and easy-to-use, saving photographers hours of time.

KEY NEW FEATURES

NEW! Advanced Artificial Intelligence

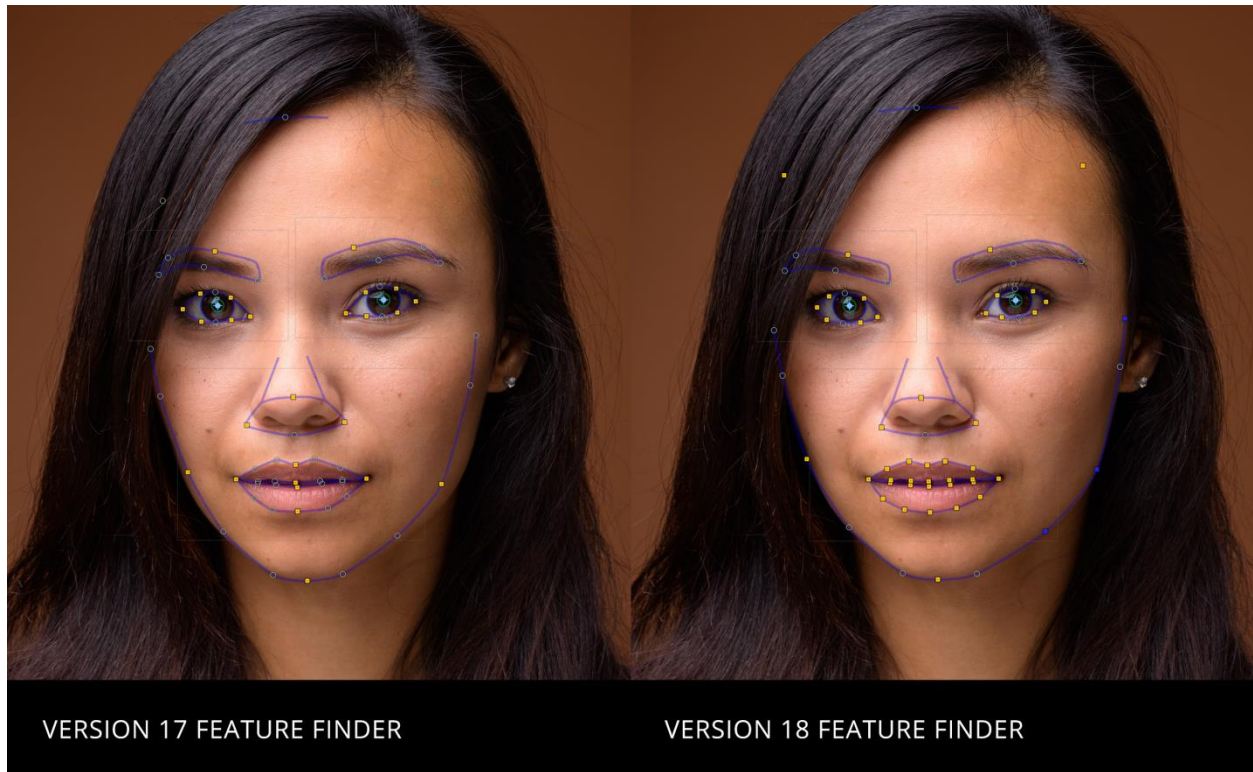
Powered by the latest developments in deep learning, image recognition, and artificial intelligence, PortraitPro 18 is our most **advanced** product to date.



NEW! Advanced Image Recognition

Advanced image recognition means **feature finding** and **background masking** is now faster and more accurate. Photographers can quickly and effectively detect facial

features in the images. Now they can spend less time correcting the face selection and can get straight into the editing process.



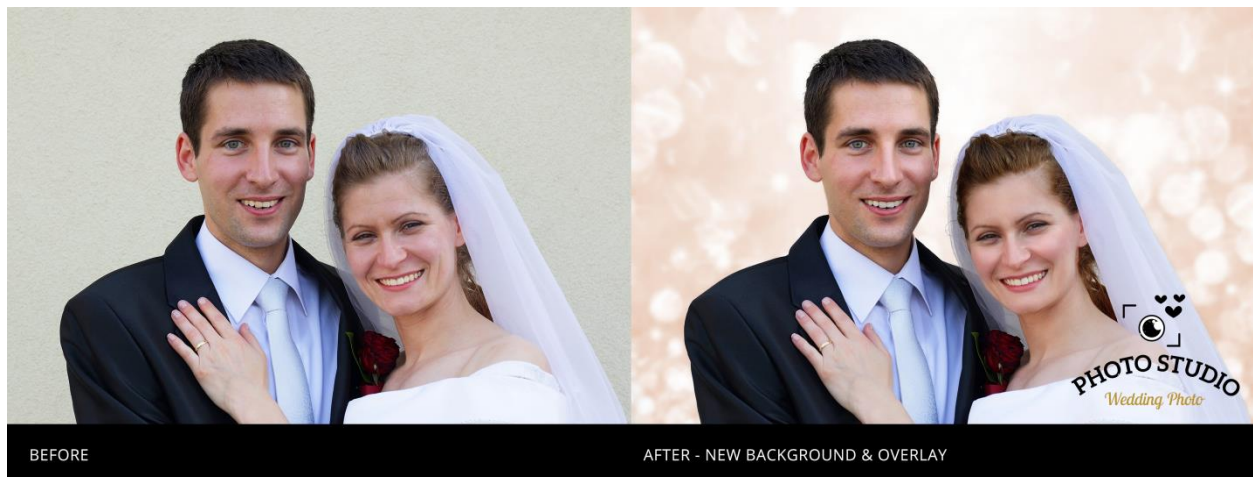
NEW! Restore Brush - Totally Customizable Editing

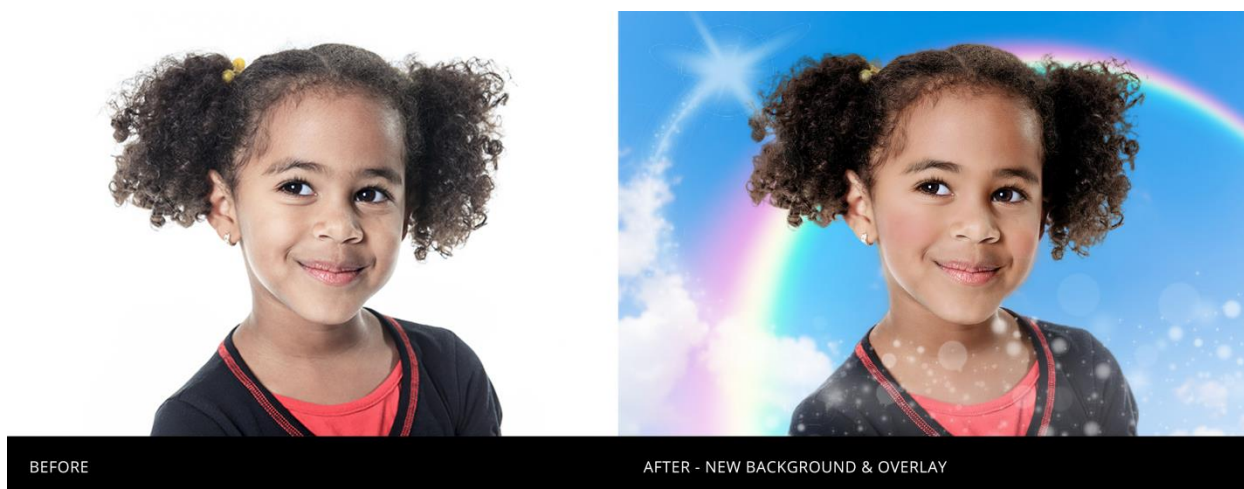
For the first time ever, users can now remove all edits from an area using the improved Restore Brush. This allows them to work with much more complex images, where part of the face is obscured by glasses or other accessories. Simply adjust the Effects Mask to perfectly tailor the editing.



NEW! Advanced Layers

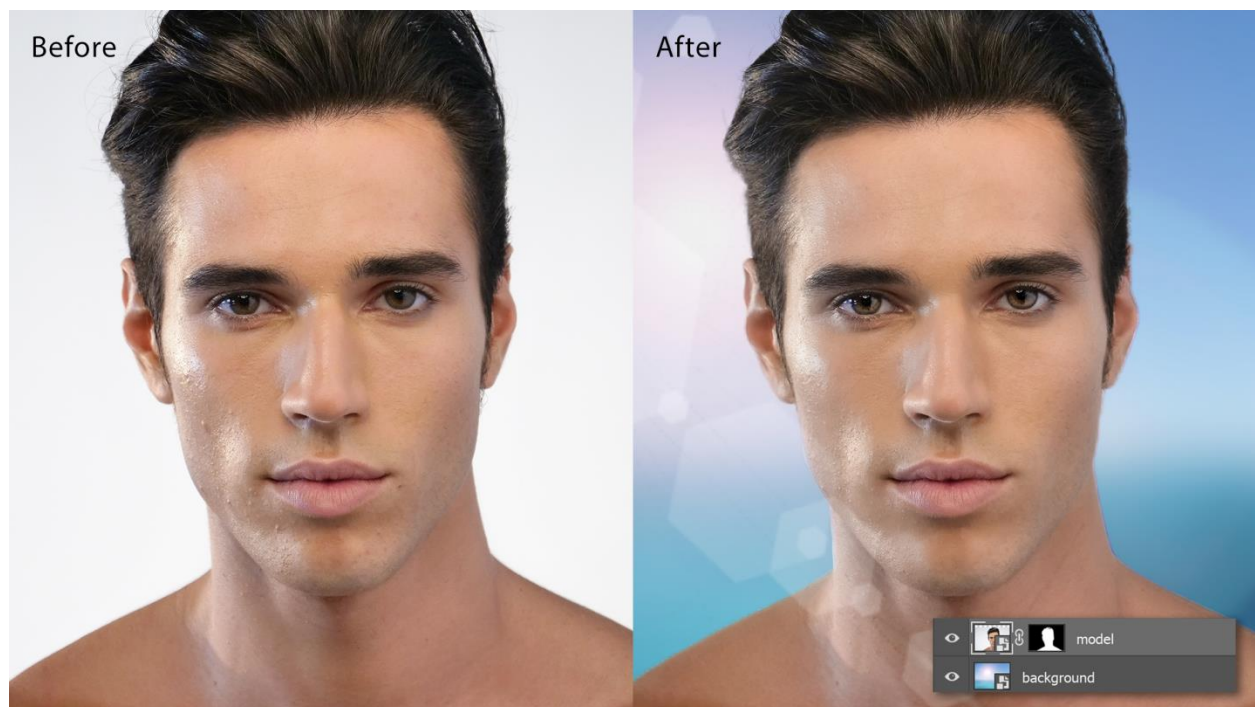
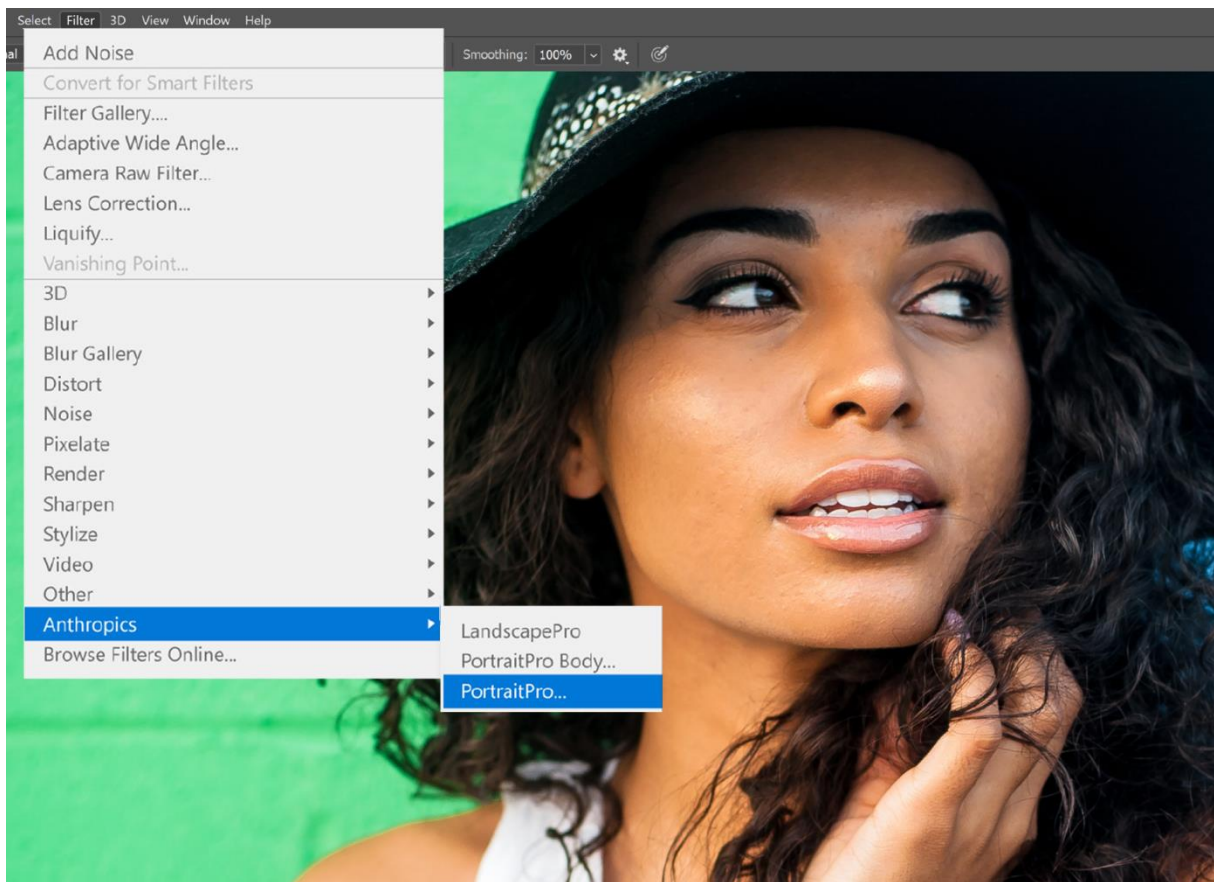
As well as more accurate background masking, the new Layers menu lets users add overlays to portraits for the first time. The professional finish can be created by adding logos or watermarks, stickers, and artistic double exposures. This is a highly requested feature.





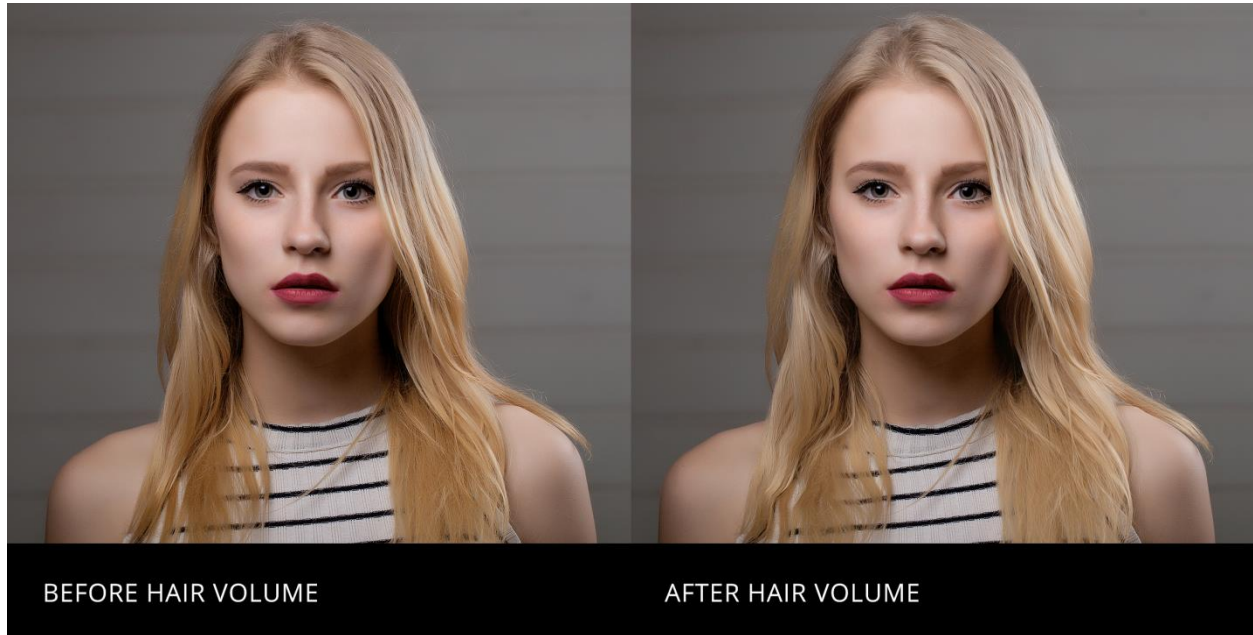
NEW! Smart Filter

Users can streamline their workflow with the new Smart Filter capability. Switching between Photoshop and PortraitPro 18 is easy and portraits can be customized to suit the photographer's clients. Exclusive to PortraitPro 18 Studio and Studio Max editions.



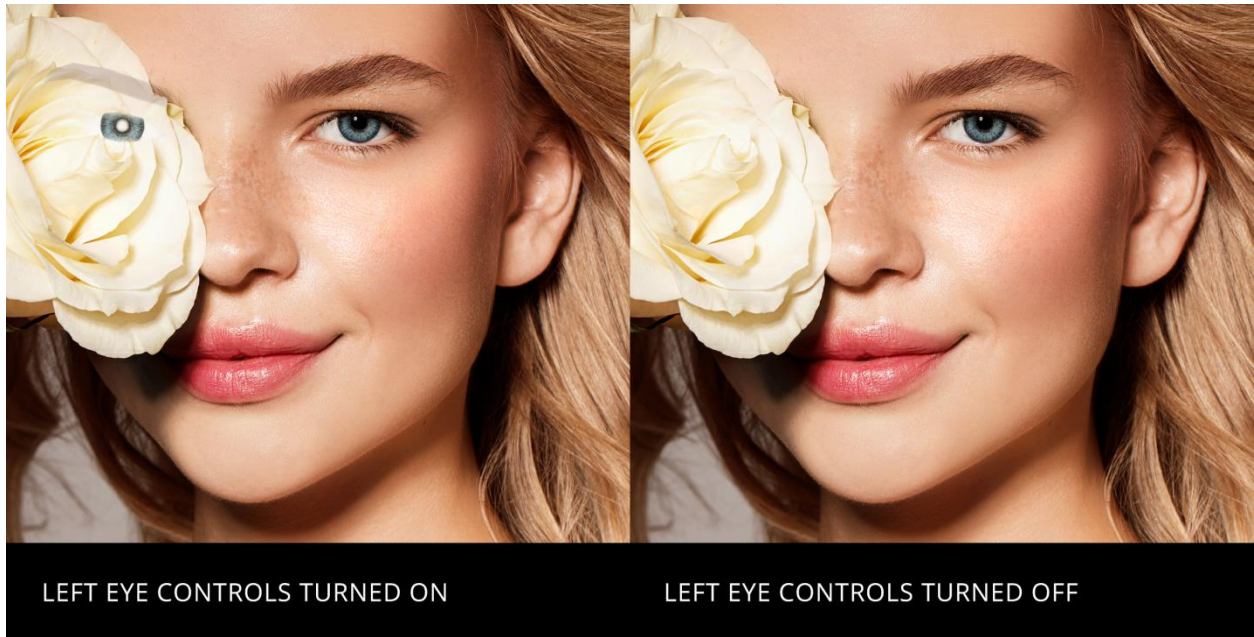
NEW and IMPROVED! Hair Controls

Intelligent new hair finding techniques means more accurate and realistic hair editing. Hair can receive a volume boost and unruly locks tamed using the Hair Shape slider.



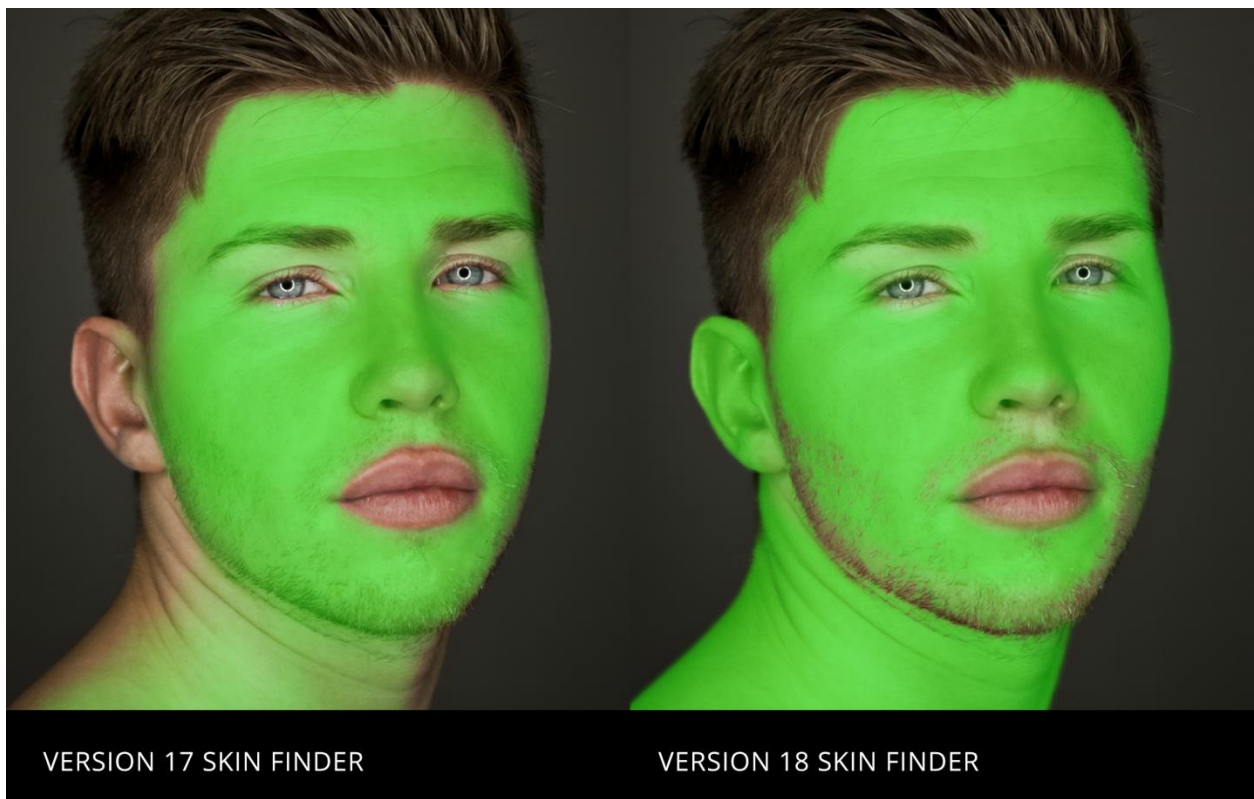
NEW and IMPROVED! Eye Controls

One of the most requested features, PortraitPro 18 now lets users easily control the editing of each eye independently. Open/Closed buttons allow to easily turn off edits to eyes that are closed or covered.



NEW and IMPROVED! Skin Finding

PortraitPro 18 is better than ever at detecting skin in an image even in areas outside the face. Combined with the new Non Face Skin slider, users get more natural results when smoothing all parts of the body.



IMPROVED! Hair Finding Unique new developments to Anthropic's hair detection technology means the hair mask is significantly more accurate, even when presented with complex images. This means less background spilling and more natural looking hair recoloring and tidying.



EDITIONS

PortraitPro Standard Standalone software for amateur photographers working with JPG or 24-bit TIFF files.

PortraitPro Studio For amateur or professional photographers who work directly with RAW files or want the higher quality of 48-bit color files, supports conversion between different color spaces, and provides JPEG/TIFF embedded color profile support. Offers Batch dialog.

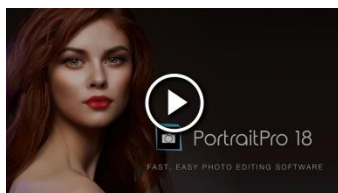
PortraitPro Studio Max For professional photographers or those working with lots of images. Full Batch mode to speed workflow greatly.

Compare the different editions: www.portraitpro.com/editions

AVAILABILITY, FREE TRIAL AND PRICING

PortraitPro 18 is available to purchase or for a free trial from www.portraitpro.com/.

New in PortraitPro 18 [video](#)



	Prices				
	USD	GBP	EUR	CAD	AUD
PortraitPro	\$44.95	£34.95	€44.95	Can\$59.95	A\$59.95
PortraitPro Studio	\$69.95	£59.95	€79.95	Can\$99.95	A\$99.95
PortraitPro Studio Max	\$139.95	£119.95	€149.95	Can\$189.95	A\$189.95
PP - Version upgrade (standard edition)	\$33.70	£26.20	€33.70	Can\$44.95	A\$44.95

SYSTEM REQUIREMENTS

PC

64-bit Windows 10, Windows 8, Windows 7

Mac

OS X 10.7 or later

NOTES TO EDITORS

PortraitPro 18 with Artificial Intelligence is a major upgrade of the industry's best selling portrait editing software. Formerly known as PortraitProfessional, it was created by Anthropics Technology Ltd – a UK based software research and development company. Originating in The National Film and Television School, UK, Anthropics has a proven track record for cutting-edge innovation in graphics and animation. Anthropics' other award-winning software is [PortraitPro Body](#), [LandscapePro](#) and [Smart Photo Editor](#).

To download your free trial of PortraitPro 18, please visit www.portraitprofessional.com/download/.

For further information and for press images, please email Marina Wainwright,

Press Liaison Officer, Anthropics Technology: marina@portraitpro.com. Press pack, including press images, is available from <https://www.portraitprofessional.com/pressroom/>