

PRESS CONTACT:
Steve Fiore
SZPR, Inc.
(858) 427-1667 direct
760.943.2333 main
fiore@szpr.com

FOR IMMEDIATE RELEASE

Software Cinema Announces The Best of Dean Collins

Award Winning Tutorials Covering Lighting Techniques Re-Released onto DVD with Partial Proceeds Going Towards the Fight Against Childhood Cancer

SAN DIEGO, CA – April 10, 2006 – Software Cinema, a leading software training company supporting the imaging industry of photographers, videographers and graphic artists, today announced The Best of Dean Collins Finelight Video DVD set, featuring the late Dean Collins, one of the most celebrated educators of lighting and camera techniques in the industry. To honor Dean Collins, a portion of all proceeds will be donated to CureSearch, the world's largest pediatric cancer research organization working towards the cure and prevention of childhood and adolescent cancer through scientific discovery.

Transferred from video to the high-quality DVD format, this six-hour tutorial created for photo enthusiasts and professional photographers covers fundamental and advanced lighting techniques that can be applied to standard or digital photography. Lessons range from lighting techniques in portrait, product and fashion photography on both small and large sets. Dean Collins teaches in-studio and on-location about set up and reasons for lighting when creating the image. Included in the re-release are commentary and overview by Skip Cohen, *Rangefinder Magazine's* publisher and author; Tony Corbell, noted photographer and author; and Julieanne Kost, Adobe's official Photoshop Evangelist.

“Dean Collins always emphasized that the cornerstone behind great photography is a deep knowledge of lighting,” said Gary Burns, director of operations at Software Cinema. “We felt that educating a new generation of photographers through the re-release of Dean's timeless lighting series was the perfect way to honor him. Furthermore, each purchase makes a positive contribution in the fight against childhood cancer.”

Since the loss of Dean Collins to cancer, Software Cinema has become proactive in the support of cancer research. In Dean's honor, the company now partners with CureSearch, the largest pediatric cancer research organization. CureSearch unites the Children's Oncology Group (COG) and the National Childhood Cancer Foundation (NCCF) through a shared mission to cure and prevent childhood and adolescent cancer through scientific discovery and compassionate care.

For every Dean Collins DVD purchased, Software Cinema will donate \$5 to CureSearch.

Pricing and Availability

Software Cinema's The Best of Dean Collins will be available in June 2006 and can be purchased by going to www.software-cinema.com. Regular price is \$179.00, but reserve a copy before June 2006 to save over \$50.00.

About Dean Collins

In the early 1980s, Dean Collins founded Finelight Publishing with partner Gary Burns and refined the publishing of photo lighting materials over the years, while conducting seven world tours. He was in demand as a speaker on every continent, and was often called upon to photograph heads of state, many of the world's best athletes as well as some of the most famous entertainers known. He developed several easily understood methods of controlling light and understanding its behavior, single handedly raising the level of competency and quality among a generation of professional photographers. The lighting in his photographs captured the attention of many. He produced many hundreds of virtual seminars and live "Training Camps", as he called them, bringing together the brightest teachers, the biggest brand names in photography, and enthusiastic crowds of practitioners in the U.S., Europe and Asia. Dean Collins battled cancer for 3 years and passed away at his home in San Diego on February 2, 2005. He was 51 years old.

About Software Cinema

Headquartered in San Diego, California, Software Cinema is a privately-held company and strategic partner of Adobe Systems focused on interactive learning for the digital imaging industry. Through Training Camps, Programs on Disc, Workshops-On-Demand and Video Presentations, Software Cinema brings proven techniques from the top names in the industry for fundamental and advanced education. For more information, please visit www.software-cinema.com