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Capture One launches new student initiative

Capture One now offers students a 65% saving on its premier software

COPENHAGEN, August 8th, 2019: Capture One, the world's premier name in photo editing software, launches "*See Beyond. Trust your vision. Trust your tools*", a new student initiative to equip, engage, and inspire the next generation of photographers to thrive in today's world and tomorrow's.

Capture One understands that inspiration, engagement, and the right tools are fundamental for students to liberate their creative potential. Therefore, Capture One is now offering students a 65% saving on Capture One Pro and is launching a campaign and Facebook student community to inspire and

engage.

“We are excited to launch this initiative and look forward to equip students with the best photo editing tools at a student-friendly price, inspire them through the stories of professional photographers, and cultivate a community where students can share their ideas and engage with fellow creatives,” said Jan Hyldebrandt-Larsen, VP Software Business at Phase One.

The *“See Beyond. Trust your vision. Trust your tools”* campaign spotlights photographers who use Capture One and have already made their mark. Their stories are intended to inspire emerging creatives to experiment, play, and grow.

Students are encouraged to follow and get involved by sharing their work on Instagram under the hashtag #trustyourvision, and joining the new dedicated Facebook group, *Capture One Creative Lab - Students*.

Group members will have access to inspirational and educational material tailored to their needs, and the group will kick-off with the chance to engage with the initial spotlight photographers who will share their journeys and their work. The group also provides a place and opportunity for members to grow their network, share ideas with fellow aspiring creatives, and receive relevant offers.

See more details at www.captureone.com/student

Pricing and Availability

Capture One Pro (Student offer) is now available as an annual or monthly subscription plan.

Student license pricing:

- Monthly subscription to Capture One Pro: EUR 8,40 / USD 7 / GBP 7
- Annual prepaid subscription to Capture One Pro: EUR 77 / GBP 63 / USD 63

A 30-day free trial of Capture One Pro is available for download here: www.captureone.com/download

About Phase One and Capture One

Capture One is the award-winning professional choice in image editing software. With native support for more than 500 camera models, Capture One software offers fast and powerful RAW conversion, image editing and asset management. Capture One features a highly responsive processing engine, unmatched color handling, precision-editing tools, and seamless tethered support.

Capture One is developed by Phase One A/S, the world's leading manufacturer of medium format digital photography systems and imaging solutions for professional photographers, and cultural heritage and industrial solutions. Established in 1993, Phase One has pioneered the field of digital camera systems and imaging software, including multiple breakthroughs – from the world's first 100MP camera systems to advanced imaging workflows in Capture One.

By controlling all aspects of the medium format camera system supply chain, Phase One is uniquely positioned to help photographers and imaging experts everywhere stand out from the competition and realize their creative visions without compromise.

Based in Copenhagen, Denmark, and with offices in New York, Tokyo, Cologne, Shanghai and Tel Aviv, Phase One is committed to delivering an unmatched level of service and support to every customer through this expert team of global partners.

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