



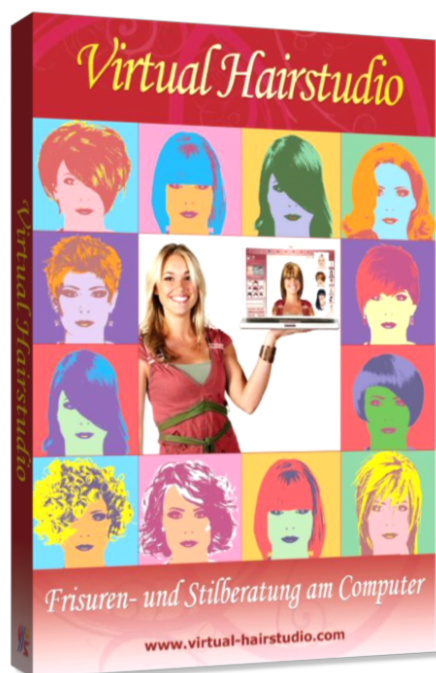
PRESS RELEASE

Soft Xpansion unveils Virtual Hairstudio 6 Salon Edition: New Version of software-based Haircut and Makeover Consulting for Clients of Hairdresser Salons and Beauty Parlors

(Bochum, January 18, 2012) - *Virtual Hairstudio 6 Salon Edition* is a hairstyling and virtual makeover consulting program that helps the personnel of hairdresser salons and beauty parlors to show their clients with the help of before-and-after-comparisons how they would look like with a new haircut, color and new styling. *Virtual Hairstudio 6 Salon Edition* does not need more than a client's photo, a camera or a scanner and a computer to support the daily business.

Testing variations of new haircuts

Having loaded the clients' personal portrait photo, the program may be used to adjust each of the ready-to-use hairstyles that come with it to the clients' requirements. Self-provided hairstyles may also be added. The hairstyle database is searchable, using multiple criteria such as face shape, hair length and quality, color or style, to provide an individual selection. Form and color adjustments are also possible. For each client, the preferred styles can be saved as favorites to make the final selection later.



Complementing makeup and accessories

The new look can be complemented using suitable makeup and accessories from the program's database. Apart from that, *Virtual Hairstudio 6 Salon Edition* comes with many complete styles that consist of combinations of haircut, makeup and accessories. The new styling creations may be saved and printed to paper. The printing feature also allows placing several styles on one page, in order to be able to compare them at a glance.

Adding the salon's logo and contact information

The printout may include the salon's logo and contact information – to hand it over to family and friends or as a reminder for the next visit at the salon. On request, Soft Xpansion also integrates the salon's logo into

the program interface.

Version 6: New Program Features

- Revised user interface for optimized clarity
- 500 new haircuts
- Photo editing tools: after loading, the brightness, contrast and color balance of photos may be adjusted, clipping is possible
- Bald head simulation
- New and improved haircut tools: cloning and deforming
- Customizable slight show presentation for the shop window

- Export of all haircuts into a PDF catalogue (PDF file)
- Use any photo for presentation and catalogue
- Multi-language version

Basic Program Features

- Load photos from a file, scan from paper photos or load directly from a digital camera
- Automatic face recognition, with possibility to make adjustments manually
- Additional information on haircut designs at a glance: use a popup window for each haircut (standard and enlarged views, the identification number and a detailed description)
- Hairstyle selection by various criteria
- Search for haircuts using the identification number
- Includes various tools for editing (brush, eraser, pipette, comb, scissors)
- Support for hair coloring: for each haircut, fitting colors have been selected by hand, which makes the results more realistic
- Make (draw) highlights for each haircut and for several colors
- Cross-project favorites list: mark the most popular haircuts as favorites and use them in all projects and for all clients, apply filters to select them
- Including tips for a new haircut, makeup and styling
- Individual recommendations for suitable hairstyles and colors
- Import of self-provided hairstyles
- Save looks as favorites and create a personal style catalogue
- Save new styles as image files, print them and send them by e-mail
- Optional: print the new styling including address and logo of the hairdresser salon or beauty parlor
- Optional: salon logo may be integrated into the program interface
- Optional: up-to-date haircuts as program updates

Test version, price and where to buy

Virtual Hairstudio 6 Salon Edition is available for 390,- Euros (recommended retail price). For educational institutions (trade schools, barber schools etc.), special conditions apply. The program may be bought directly at the soft Xpansion web shop. A test version is available too. More product details can be asked for by sending an e-mail to kontakt@virtual-hairstudio.com.

About Soft Xpansion

Soft Xpansion is a globally active, international company that employs teams of software authors, developers, screen designers, software engineers and product managers. The company was founded in 1995 and is headquartered in Bochum, Germany. In the past 16 years, more than 200 software products have been published in more than 200 different editions. The product range includes solutions (standard software, developer libraries, software development kits and individual programming) in the following areas: entertainment, PDF technology, document management. Localized versions of Soft Xpansion products are sold in Germany, Great Britain, France, Italy, USA, the Benelux countries, the Ukraine, Spain, Russia, Portugal, Australia and Turkey. More information on Soft Xpansion is available at <http://www.soft-xpansion.com>.

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