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FOR IMMEDIATE RELEASE

UMAX Technologies Introduces Next Generation
Professional Film Scanner

PowerLook 270² is latest UMAX product to offer advanced features including auto-loading, auto-focusing technologies and USB 2.0 connectivity

DALLAS, TX., December 6, 2004 -- UMAX Technologies, Inc. today announced availability of its new PowerLook 270² film scanner. The PowerLook 270² is targeted towards the professional and everyday film photographers, offering an impressive optical resolution of 2700 dpi with a maximum optical density of 3.4 Dmax. The scanner is the first to feature UMAX's unique zero-reflection optical design to preserve image definition and allow light to pass straight through the tri-liner color CCD without reflection. The PowerLook 270² is available today with an MSRP of $299.

The PowerLook 270² simplifies the film scanning process with its auto-loading mechanism and auto-focusing technology, enabling users to preview multiple frames with just one click of the mouse. The film scanner is compatible with a wide range of black and white and color film formats, including 35mm filmstrip and 35mm-mounted slides. It also features an optimized preset scan setting to support twenty popular film standards currently on the market.

The PowerLook 270² includes full versions of LaserSoft Imaging's SilverFast Ai 6.0 and Adobe Photoshop Elements 2.0. SilverFast Ai sets a higher standard for ease-of-use using an intuitive interface while maintaining a level of professional control. SilverFast features real-time correction, SF SRDÒ dust and scratch removal, professional auto sharpening, simple selective color correction, SF ACRÒ adaptive color restoration and more.

For a limited time, PowerLook 270² customers can also choose to upgrade their bundles from Adobe Elements 2.0 to the professional, world-standard Photoshop CS, a $649 value for just $299.

"The SilverFast and Adobe software offers a completely easy-to-use, high-end imaging software solution for both professional and consumer users, right out of the box," said Christabel Chen, vice president of sales and marketing for UMAX Technologies, Inc. "With the combination of automated film and slide scanning, high resolution image acquisition and an incredible line-up of software, users can create an impressive set of professional-quality digital images. The professional and everyday uses are endless assisting in advertising, design, print, editorial, and even photo sharing and scrap booking applications."

System Requirements for SilverFast Ai 6.0: Windows 98se, Me, 2000, or XP,
Mac 10.1x to 10.3x

Customer Service and Support
Customers may call the UMAX technical support center at (214) 739-1915, Monday through Friday from 9:00 a.m. - 5:00 p.m. (CST). Customers can also contact UMAX for technical support via email at support@umaxcare.com

About UMAX Technologies, Inc.
UMAX Technologies, Inc. is a technology leader in the design and distribution of a full line of imaging products. The company maintains its leadership position in the imaging market with a broad line of desktop scanners and digital cameras. UMAX is located at 10460 Brockwood Drive, Dallas, Texas, 75238 and is on the Web at: http://www.umax.com.

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