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## **Celebrate Affinity Photo's first birthday with 20% off in the Mac App Store**

Award-winning Affinity Photo is celebrating its first birthday with a 20% discount in the Apple Mac App Store.

It means that until July 21, the professional image editing app for Mac costs just £29.99 / \$39.99 / €39.99. That's the only price customers pay – there's no subscription.

Chosen as Apple's 'Best App 2015', and 'Best Imaging Software 2016' by the Technical Image Press Association (TIPA), Affinity Photo is equipped with all the power you'll ever need.

Live retouch tools work in real time and its speed means there's no waiting to see your results. Non-destructive editing, raw processing and end-to-end colour management are standard, so Affinity Photo has all the accuracy and quality necessary to make beautiful images spring to life.

Ash Hewson, Managing Director of Affinity Photo developer Serif, says: "We're finding it hard to believe that Affinity Photo is a year old. It feels like no time at all since we were nervously launching it onto the Mac App Store, but the response has been phenomenal right from the start.

"As well as being the top selling photography app and the awards we've won, there's been a fantastic, positive feedback from the professional photography community around the world."

In the 12-month period since launch, Serif has pushed out four updates to Affinity Photo including hundreds of improvements and some big new features - all free to customers who've bought the app. They include image stitching in panoramas, live image stacks and Affinity Extensions for Apple Photos.

Affinity Photo and its sister app, Affinity Designer, deliver exactly what creative professionals need – thrilling speed, sophisticated tools, pinpoint accuracy and painless compatibility, coupled with an attractive, modern look.

Used alone or together, the fast, powerful, processes fit gracefully into workflow. Single file formats make for easy switching between disciplines, while a saveable shared history means you're always working on your latest version, no matter what Affinity product you're using.

*Ends*



## Notes to Editors:

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Affinity is a next-generation suite of award-winning software for creative professionals, comprising Affinity Designer and Affinity Photo, with Affinity Publisher coming soon.

Built from the ground up with a meticulous focus on workflow and blazing performance, Affinity apps are the culmination of Serif's expertise and over 25 years' experience in developing creative software. Like nothing that's come before, Affinity apps are engineered to be the smoothest, fastest, most precise, and most integrated creative apps available. And Affinity don't do subscriptions.

Founded in 1987, Serif (Europe) Ltd has been repeatedly praised for its powerful software which has put professional effects and demanding publishing tasks within the reach of ordinary PC users around the world.

Now the winner of over 200 awards internationally, with more than 6.5 million customers worldwide, Serif has more than 100 employees at its head office, development and European sales centre in Nottingham, UK.