

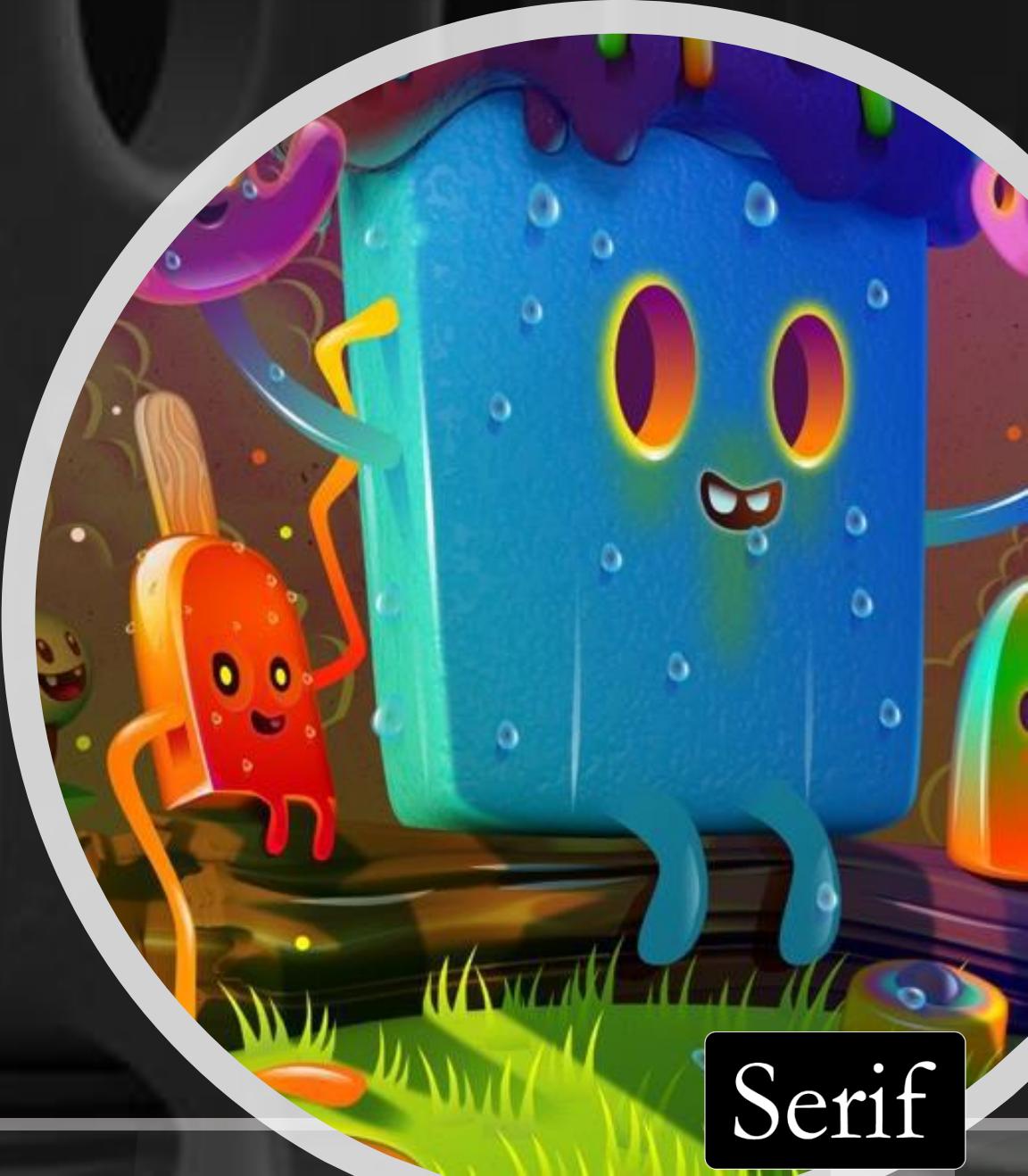


Kittipong Kae
Distribution

Serif

About Serif

- Founded: 1987
- Employees: 78
- Headquarters: Nottingham, United Kingdom
- Having been very successful with developing consumer focused creative applications for Windows for over 30 years, in 2009 we decided to change direction.
- The idea was to create an all-new suite of professional creative applications. These apps would be special in their conception – built from the ground up with the workflow of creative professionals in mind, setting a new, higher standard for creative design apps.
- The result was the creation of the Affinity suite.



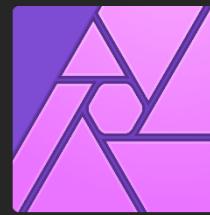
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The Affinity Suite



AFFINITY
Designer



AFFINITY
Photo



AFFINITY
Publisher

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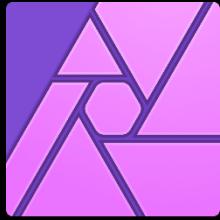
Affinity core principles



AFFINITY

- **Lightning fast** – utilising all latest technologies and graphics acceleration for incredible performance
- **Never run out of memory** – whether dealing with 100+ megapixel images of designs with 1,000s of layers
- **Shared file format** – all Affinity apps share exactly the same file format, on all platforms
- **Have no bloat** – a unique concept of Personas organise the UI into different use cases.
- **Built for professionals** - core requirements like CMYK and 16-bit support built in from the start

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AFFINITY Photo

Professional Photo Editing Software

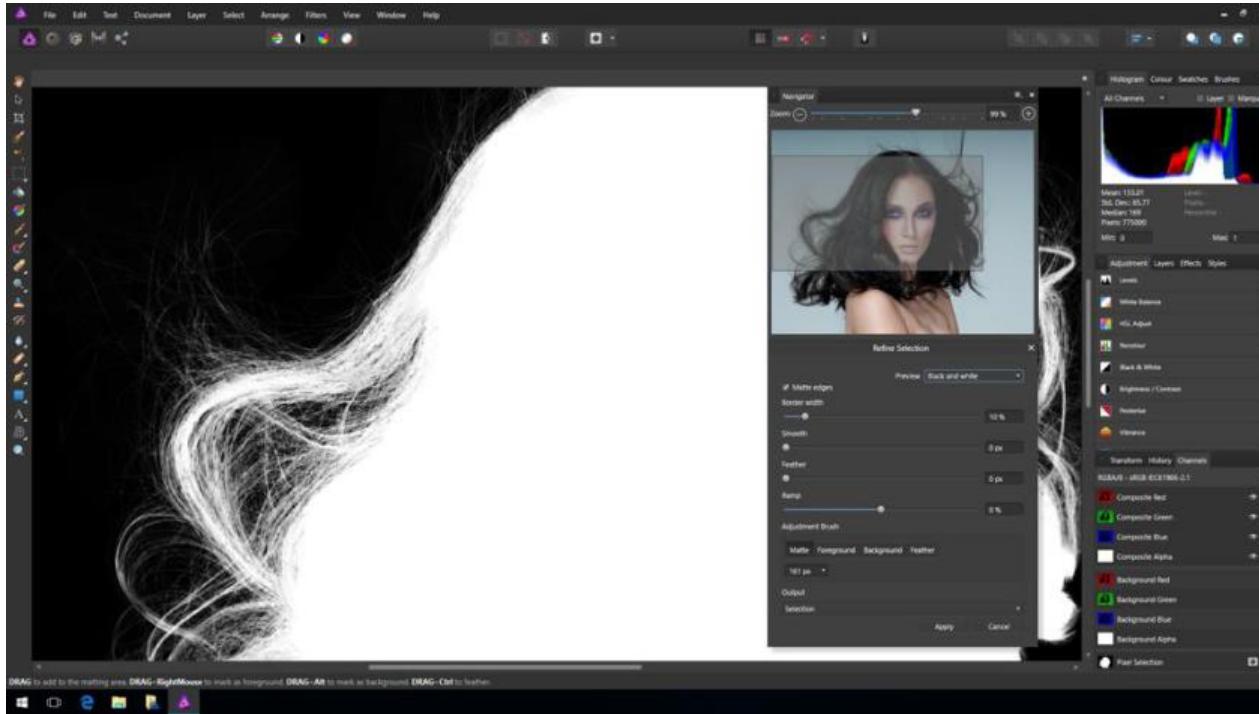
KEY FEATURES

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Sophisticated selection refinement



Accurate selections are critical, whether cutting out objects, creating masks or selectively applying adjustments. Our selection refinement algorithm is one of the most advanced available, making selections—even down to individual strands of hair—easier than ever before.

Focus merge



Focus merging (or stacking) allows multiple images taken at different focal distances to be merged giving a much greater depth of field. Affinity Photo takes care of alignment and completes an incredibly detailed analysis to determine the best areas of each image in your stack to use.

This is particularly useful for macro photography - generating pin sharp results which are physically impossible to achieve with a single shot.

Live blend modes



Remove trial and error from your workflow—see changes to blend modes live as you edit without having to click apply each time. Affinity Photo's 30 layer blends preview smoothly in real time while you scroll through them.

Liquify



The liquify persona gives full control over all kinds of distortions and warps. What's more all liquify adjustments are made on document, not within a separate dialogue

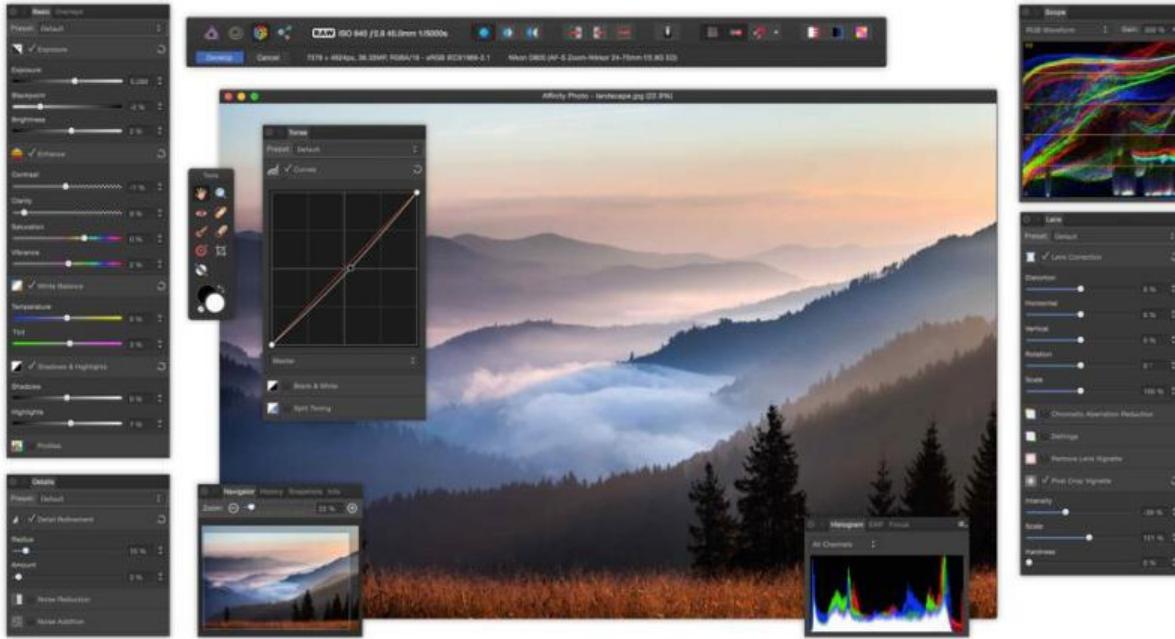
360° image editing



Pan and zoom around 360° images live, with full control over heading, pitch and field of view in a real time projection.

Not only that, but you can paint on them, merge other elements into them or touch them up - all while in this live view.

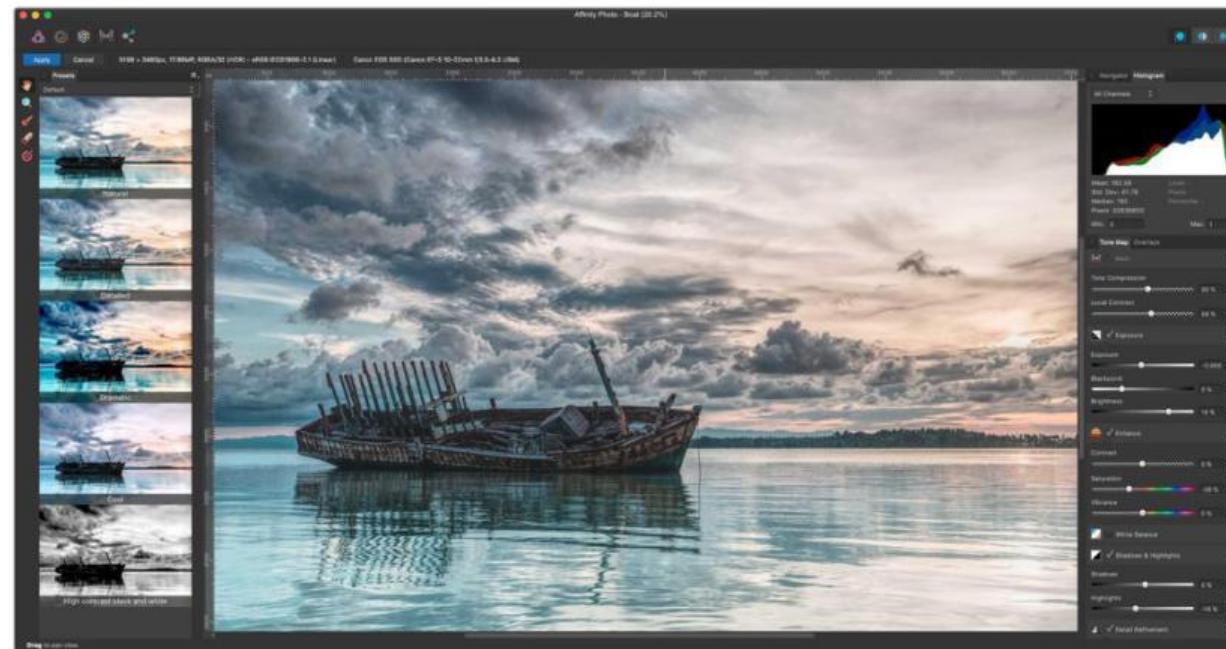
Full RAW editing



- **Professional Adjustments** – Adjust exposure, blackpoint, clarity, vibrance, white balance, shadows, highlights and much more.
- **Histograms and scopes** – Get feedback on your edits with histograms and scopes. Plus see blown highlights and shadows live.
- **Advanced lens corrections** – Including chromatic aberration, defringe, vignette and best-in-class noise reduction.
- **Apply selectively**– Create overlays by painting areas and using fully customisable gradients to mask adjustments.

Complete tone mapping workspace

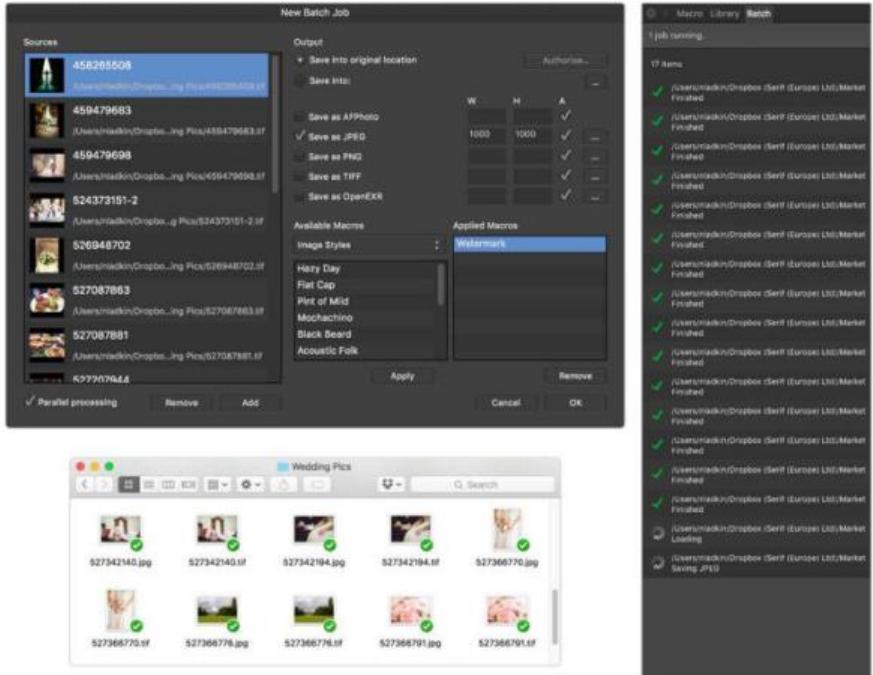
Gain precise control over high dynamic range images with an all-new dedicated tone mapping persona to achieve stunningly dramatic results. While particularly useful for HDR, Affinity Photo will tone map any image - a jpg, RAW file, or any pixel layer for that matter - allowing you to bring out detail in images you never thought were there.



Batch processing

You can queue up batch jobs allowing you to easily resize and change the format of large folders of files. You can also apply any number of macros to the batch job for more complicated tasks.

All batch jobs run in the background so even if you are processing 100s of RAW files, you can keep working while it's running.



Fully customisable shortcuts



Affinity Photo is set up with a full library of shortcuts out the box, but they are fully customisable so can be changed to what you are used to.

Engineered for professionals

Built on rock solid foundations with principles of performance, stability and lack of bloat, Affinity Photo is a professional photography tool to the very core.



Comprehensive RAW editing

Develop camera RAW files in a dedicated built-in workspace with all the processing adjustments and corrections you need.



Unsurpassed file compatibility

We've got the best PSD support out there, plus all the standards you'd expect including PNG, JPG, TIFF, EPS, PDF, and SVG.



Work in any colour space

RGB, CMYK, LAB, Greyscale. End-to-end CMYK workflow with ICC colour management, and 32-bit per channel editing.



Cross platform performance

Windows or Mac, the back-end engine of Affinity Photo is the same. This means 100% perfect file compatibility, including shared undo history.

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AFFINITY Designer

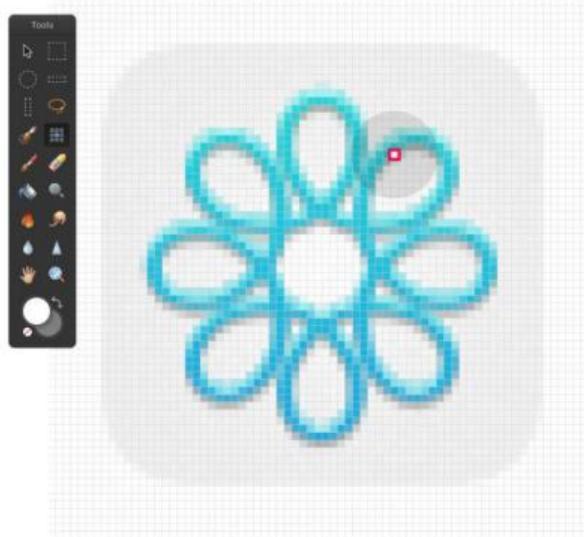
Professional Graphic Design Software

KEY FEATURES

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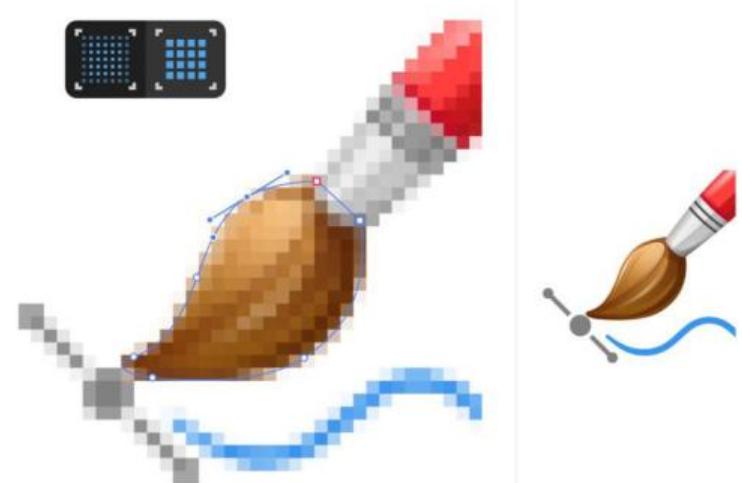
Perfect pixels

Comprehensive pixel editing tools

Our Pixel Persona allows you to switch to working with pixels on the same document at a single click and boasts an eye-popping array of selection tools and brushes to inspire raster creativity.

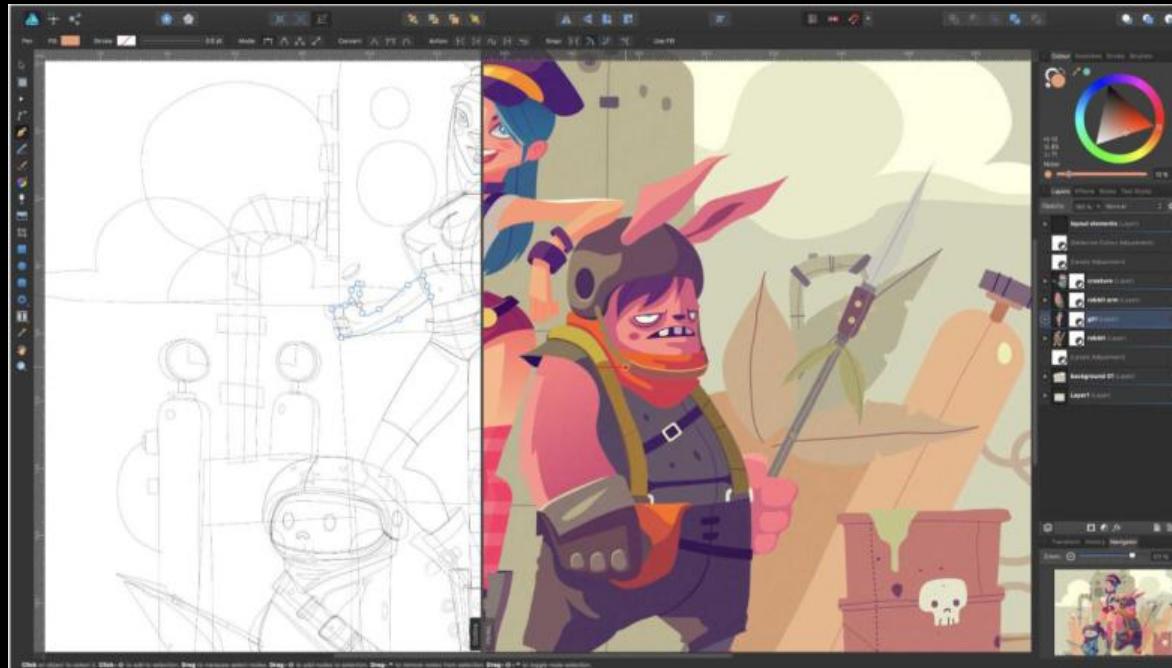
Real time pixel preview

Perfection is assured by viewing your work in pixel preview mode. This allows you to view vectors in both standard and retina resolution, giving you a completely live view of how your design will export.



Outline View

Instantly switch to a wireframe view of your design, even viewing in split screen if you wish. It's really powerful way to see all the elements across all layers in your project, and adds incredible efficiency to selecting the right target object in complicated multi-layered designs.

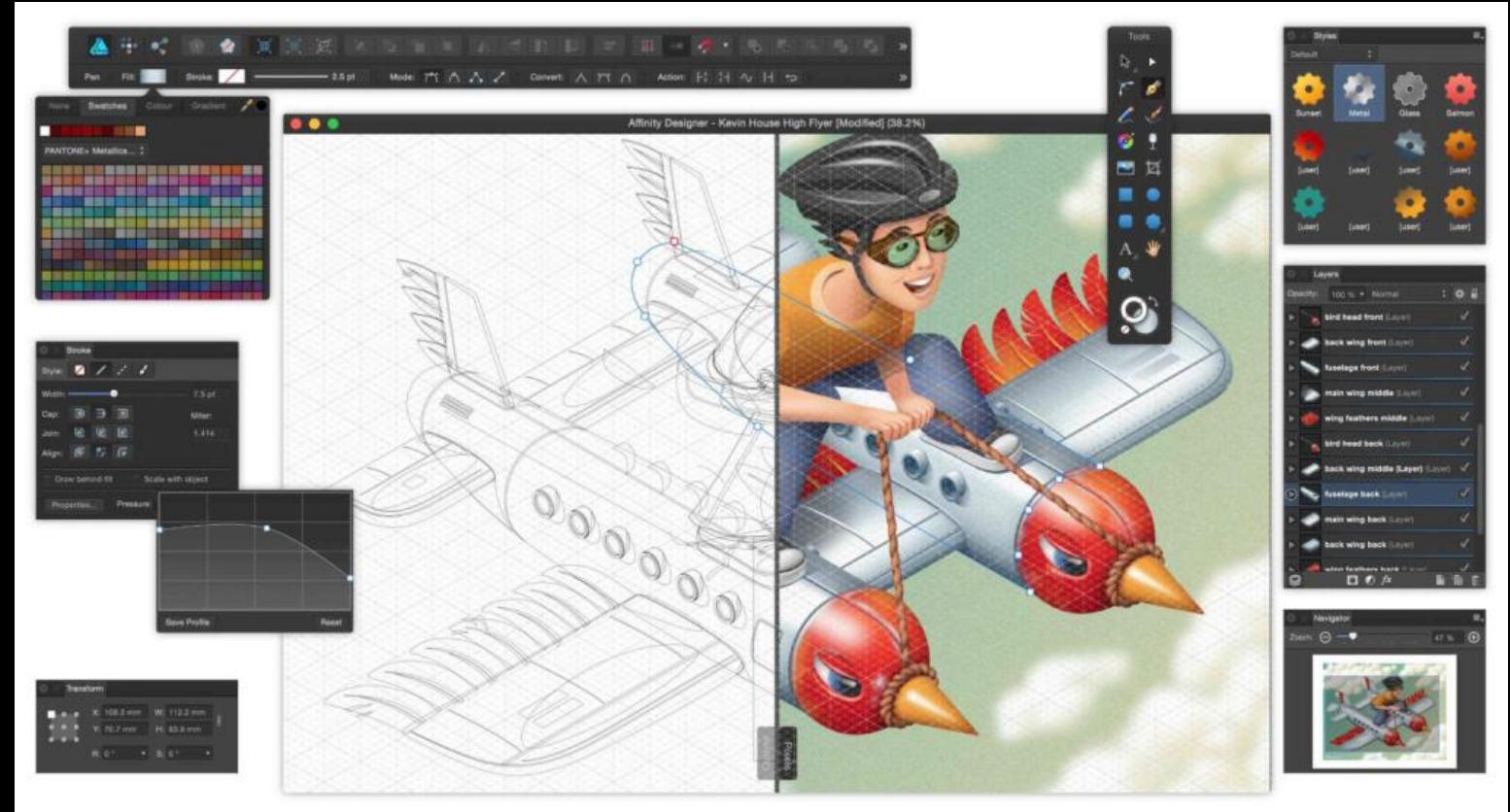


Flexible workspaces... and workflows

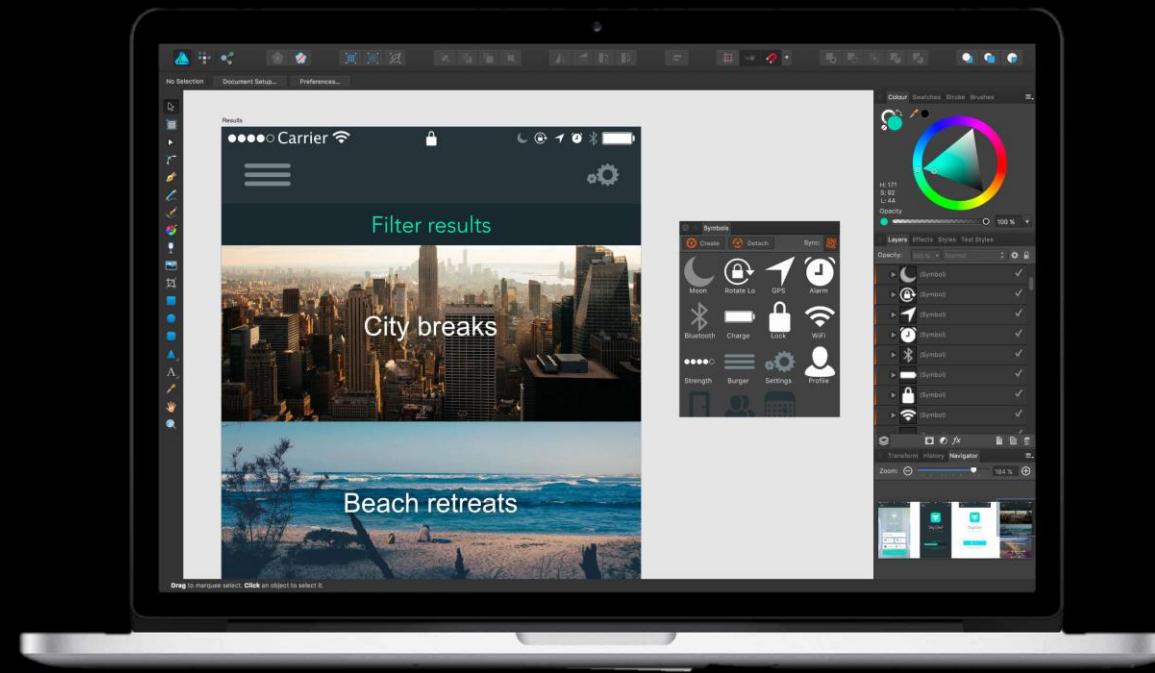
With a focused, fully customisable workspace, including docked and floating UI modes, Affinity Designer lets you work how you want.

Add regular and custom 2D and isometric grids for flexible layouts, work on multiple designs at once, and use macOS features like Split Screen and Full Screen.

Plus, with savable history, unlimited undo and non-destructive filters and adjustments you can always go back and change your mind.



Symbols



Have multiple instances of the same object linked together,
where editing one instance changes all of the others
instantaneously.

Asset management



Affinity Designer's new asset management panel is another key element of a smoother workflow. It couldn't be simpler – just drag and drop items into, or out of, the panel for easy access when you need them.

Build up full galleries of objects, organised in your own folder structure, making them instantly available whatever project you are working on.

Powerful export



In export mode you get a complete workspace dedicated to image export. Select areas, layers or objects to export, controlling each item's output settings independently.

For efficient web and UI design, you can automatically create new files whenever your design changes, in whatever resolution, file format and folder structure you wish.



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Cross-platform support for macOS and Windows

Both the Windows and macOS version share the same back end code, meaning file compatibility is always perfect, you can save and share undo history between them and, other than a few OS specific optimisations, are matched feature-for-feature.





Built for your workflow

With core principles of performance, stability and lack of bloat, Affinity Designer has been meticulously crafted for a professional workflow.



Unsurpassed file compatibility

The best PSD import engine available and full support for SVG, EPS, PDF, PDF/X and FH files means injecting Affinity Designer into your workflow is painless.



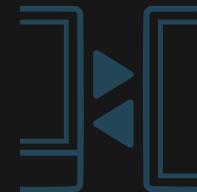
Unsurpassed speed and accuracy

Pan at 60fps and zoom to an eye-popping 10,000,000%, you'll see all adjustments, effects transformations and brushes in real time.



Work in any colour space

RGB, CMYK, LAB, Greyscale. End-to-end CMYK workflow with ICC colour management, and 16-bit per channel editing.



Cross platform performance

With a professional pedigree forged on Mac, and matched step for step on Windows, common file format delivers stunning results on either platform



AFFINITY
Designer

Serif



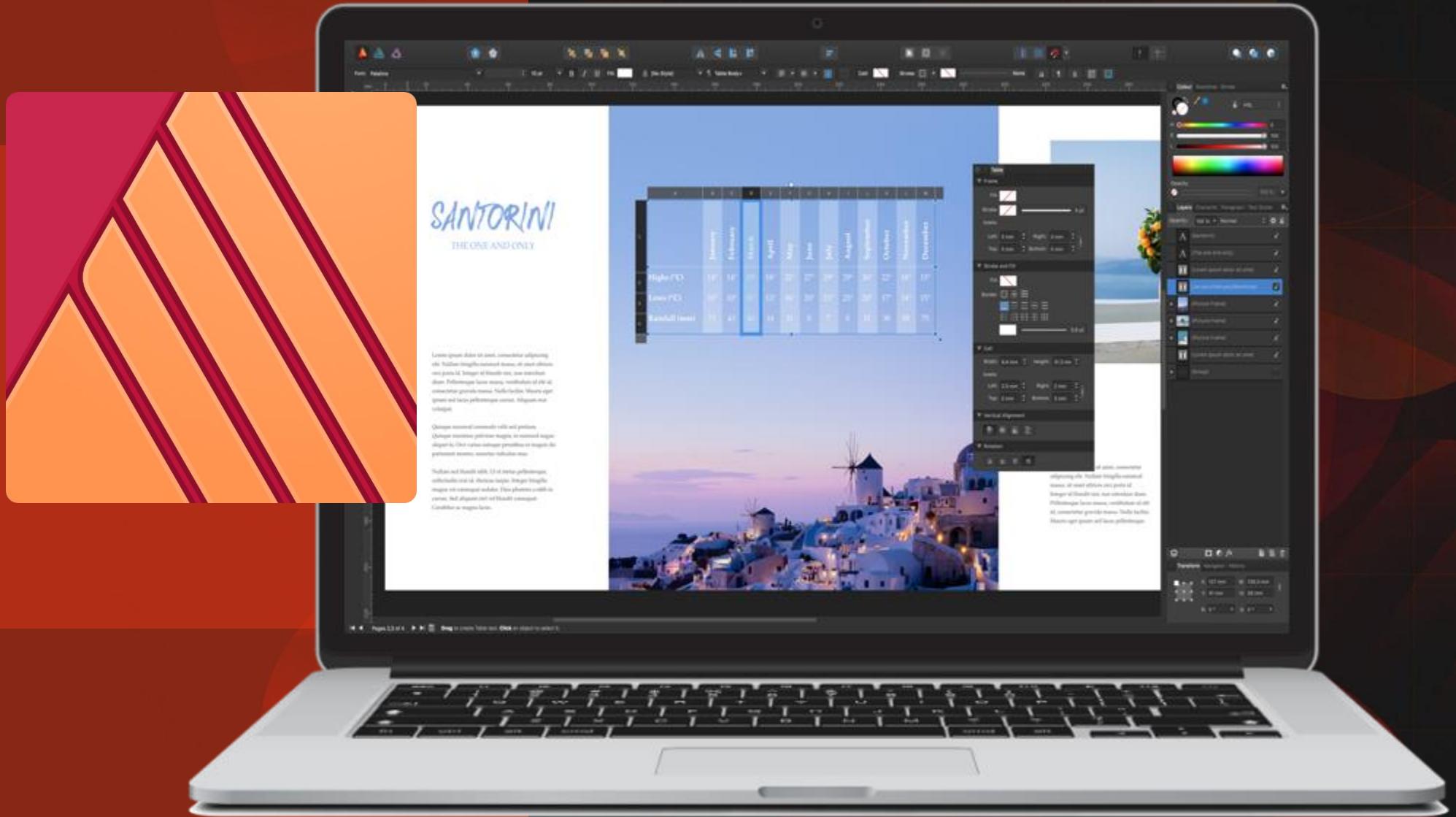
AFFINITY Publisher

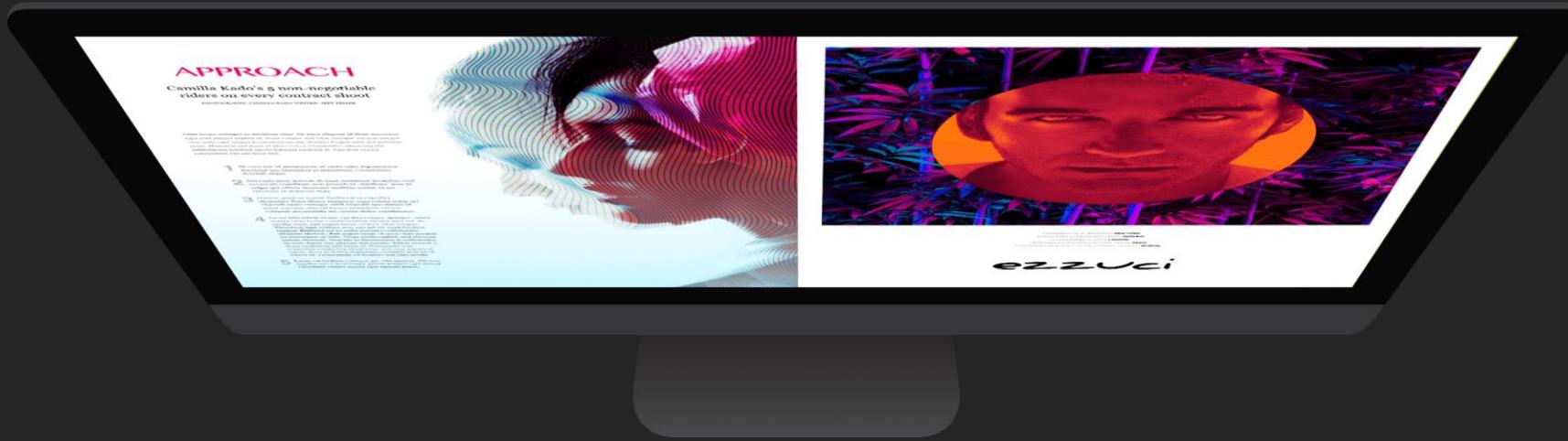
Professional Magazine Design Software

KEY FEATURES

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Fluid publishing powerhouse

Bring your vision to life with Affinity Publisher, the next generation of professional publishing software. From magazines, books, brochures, posters, reports and stationery to other creations, this incredibly smooth, intuitive app gives you the power to combine your images, graphics and text to make beautiful layouts ready for publication.



Engineered for advanced technology

Engineered with the same no-compromise vision as our acclaimed photo editing and graphic design apps, thousands of global professionals have contributed to the development of Affinity Publisher to meet the demands of the 21st century designer.



Pioneering performance

Superpower your layouts with the latest and greatest publishing technology. The refreshing lack of unnecessary or obsolete features in Affinity Publisher means it runs like the sweetest dream, even on the most content-heavy documents.

Spectacular layouts

With essentials like master pages, facing page spreads, grids, tables, advanced typography, text flow, full professional print output and other amazing features, Affinity Publisher has everything you need to create the perfect layout – whatever your project.

- + Double page spreads
- + Live master pages, including nested master pages
- + Image frames with intelligent scaling options
- + Text wrapping with fine padding control
- + Custom shaped text frames
- + Link multiple text frames together across your document
- + Advanced guides, grids and snapping
- + Tables and custom table formats



Text to match the power of your words

Free yourself from the constraints of tired, traditional text layouts. Let Affinity Publisher help you visualise your text in creative new ways and flow it seamlessly through your document.



Fine tune your images

Ensure your images match the brilliance of your layout. Affinity Publisher comes with a full collection of powerful, non-destructive adjustment layers to make crucial image corrections right there in your document.

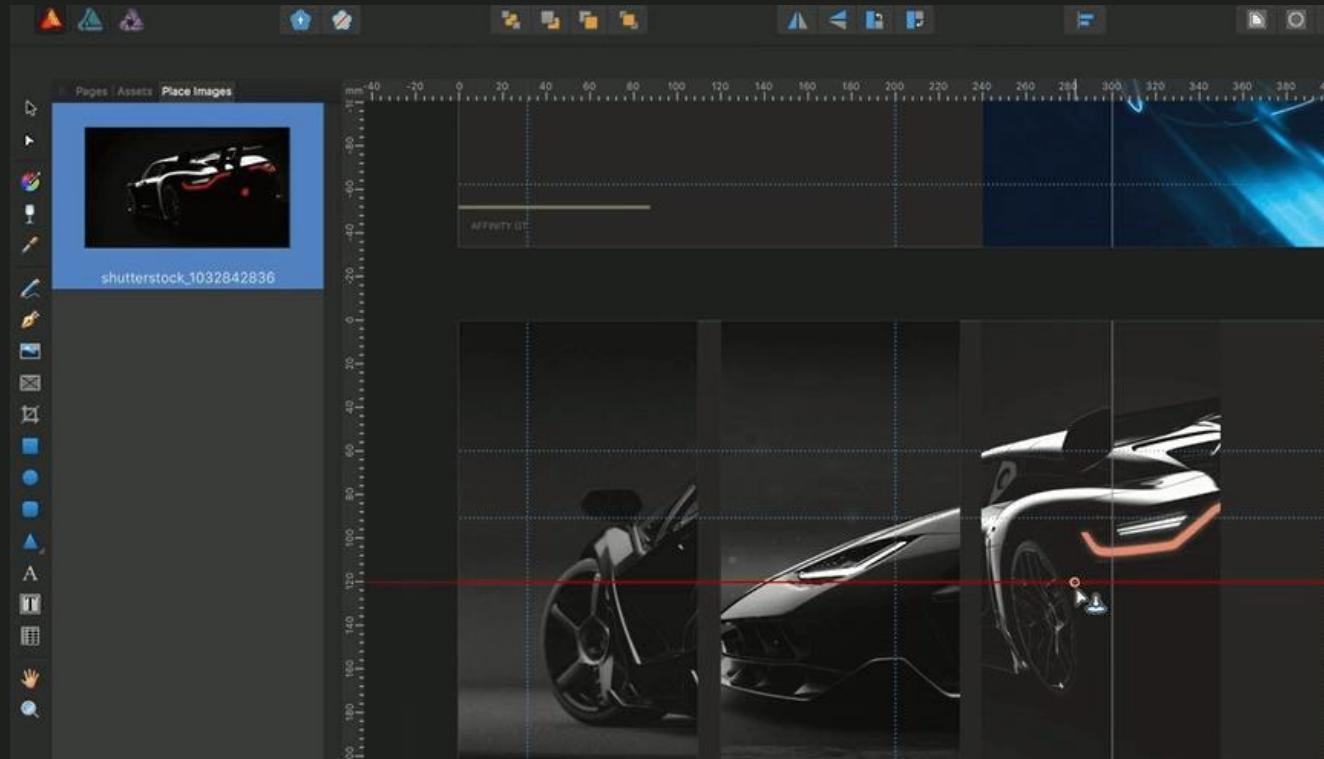


Text wrapping



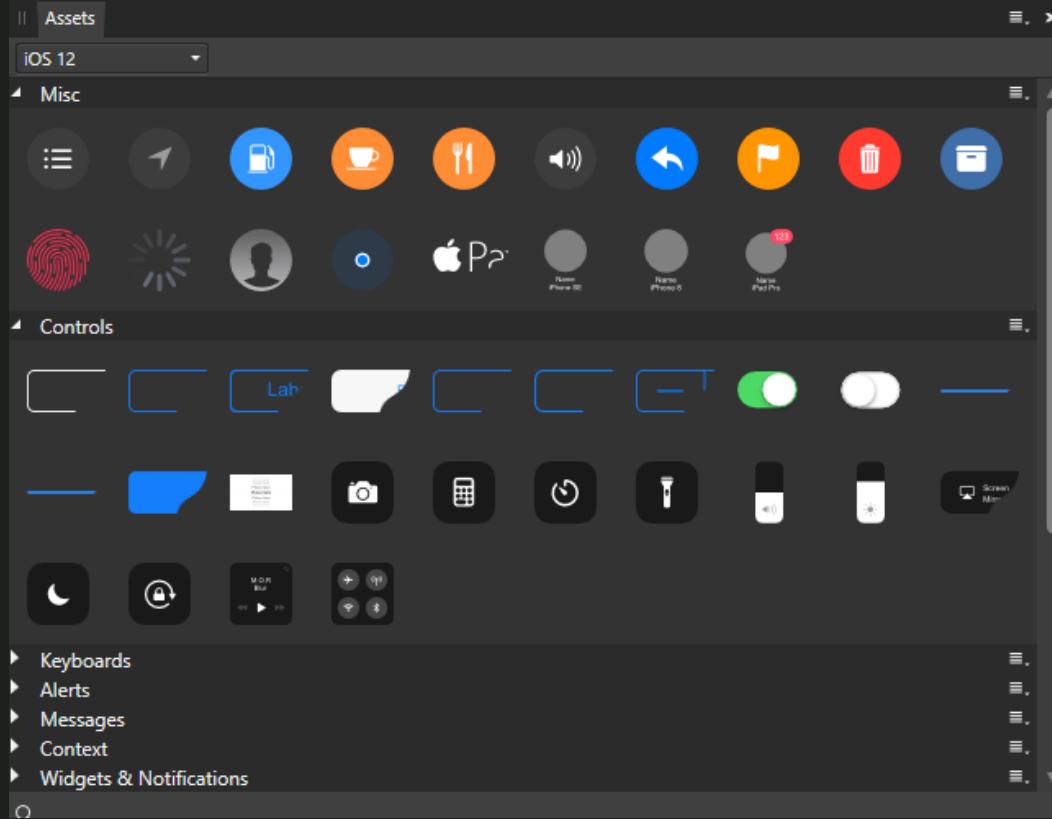
Make text flow around overlapping objects in Affinity Publisher.

Image and Frame tool



Affinity Publisher provides us a handful of tools for images. Place Image tool and Picture Frame tool can be used to manage image placements.

Assets / UI



Affinity Publisher provides Assets to use while working on Project. These range from Icons, Controls, Glyphs and more.



AFFINITY
Publisher

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Unrivalled compatibility

Import and export to all major raster and vector files, including layered PSD, PDF and EPS formats.

EPS

JPEG

PDF

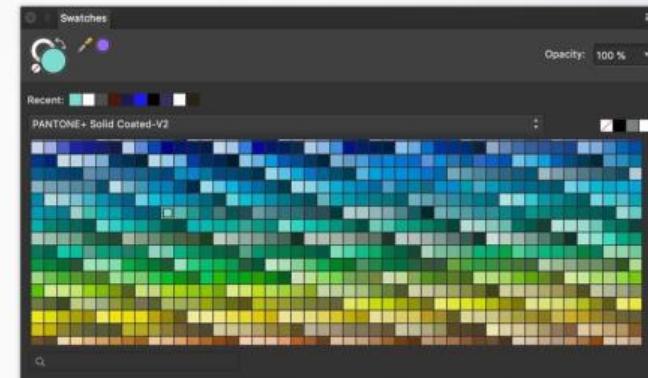
SVG

PSD

PNG

TIFF

GIF





AFFINITY
PHOTO



AFFINITY
DESIGNER

AWARDS AND PRESS

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Press recognition



PetaPixel

RESOURCE
PHOTO.VIDEO.LIFESTYLE.ONLINE.

Windowsreport



POPULAR
PHOTOGRAPHY

S O L S T I C E

techradar.

Medium

The Register®

Apple Design Award 2015



Was chosen by Apple for the prestigious
Apple Design Award at Apples WWDC
event in San Francisco

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Affinity Designer wins Microsoft Developer Award



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