



Aurora HDR hits 500 000 downloads

Celebrating the milestone, Macphun partners with top photo magazines to highlight the best photos made by Aurora HDR users; offers new competitive upgrade plan, and forecasts 1 million downloads by the end of 2016

San Diego, CA June 23, 2016 – Aurora HDR, Macphun’s all-in-one HDR photo editor for Mac, has reached a landmark **half a million downloads** in the 7 months since its launch.

Co-developed by Macphun and the world’s pre-eminent HDR photographer, Trey Ratcliff, Aurora HDR was developed as a universal one-stop solution for everyone who wants to make beautiful HDR photography. The software now has over **100,000** monthly active users who have processed over **14,000,000** photos and has won a number of awards, including **Apple’s Editor’s Choice** and **Best of Mac App Store 2015**.

To celebrate this landmark with the photography community, Macphun have teamed up with leading photography magazines in US, UK and Australia to feature the best HDR photos on a monthly basis. Partner magazines include: The Outdoor Photographer (USA), Digital Photography (USA), Digital Camera (UK), and Australian Photography (AU). Each magazine will feature one HDR photo on their back cover, created by Aurora HDR users, each month for the next four months. You can find full competition details and deadlines at aurorahdr.com/best-hdr-photos

New Competitive Upgrade Details: Switch to Aurora HDR

Macphun has launched the Aurora Switch campaign with the support of HDR Photo Masters such as Trey Ratcliff and Serge Ramelli. Any photographer who is using competing products (including Adobe Lightroom and Photoshop) are eligible to try Aurora HDR for free and, with proof of ownership, receive 20% off Aurora HDR along with special bonuses such as private, live HDR training with Trey Ratcliff, and the ‘10 Steps to Perfect HDR’ e-Book. More details at aurorahdr.com/switch

The Development of Aurora HDR

Macphun constantly listen to customer feedback so they can keep developing Aurora HDR and providing users with regular updates. This constant improvement has no doubt impacted on Aurora HDR’s success, and Macphun hope to reach 1 million downloads by November when they unveil Aurora HDR 2017.

Visit aurorahdr.com to discover why so many people are switching to Aurora HDR.

-ENDS-



Press Kit

A press kit including a brief history of HDR, and images made using Aurora HDR can be found [here](#).

Notes to Editors

For more information, please get in touch with Javan Bramhall on the details below.

Reviews

To request review versions of the product please contact Javan Bramhall on the details below.

About Macphun

[Macphun Software](#) is a California-based Mac app developer focusing on consumer photography and professional digital imaging markets, serving over 30 million customers worldwide. First established in 2008 with a mission to create innovative photography software, Macphun's products such as ColorStrokes, Snapheal, Focus, Intensify, Tonality, Noiseless and FX Photo Studio are consistently ranked among the top 15 in the paid photography category on the Mac App Stores around the world. To learn more about Macphun please visit www.macphun.com.

Worldwide Press Contacts:

Greta Geoghegan

greta@macphun.com

greta@digitalglue.eu

Telephone: +44 (0)121 399 0067

Javan Bramhall

pr@macphun.com

javan@digitalglue.eu

Telephone: +44 (0)121 399 0068