

Presetpond Press release

Copenhagen, Denmark - July 10, 2010. Today Presetpond.com has launched its service. Presetpond is a new online community for photographers enabling them to share preset-files for the two popular photo-editing applications Aperture® produced by Apple Inc, and Lightroom® produced by Adobe Systems Incorporated.

By registering at the site photographers can upload preset-files to the site along with a set of preview images showing the preset in action. These files can then be downloaded and rated/commented on by the public.

Apart from the sharing capabilities the website is also a valuable tool for photographers looking to brand themselves. The profile page of each registered user allows for links to a personal website along with a link to a Twitter and Flickr profile.

Presetpond aims to become the go to resource for photographers looking to share and download preset-files for Aperture® and Lightroom®.

Go to the website at <http://presetpond.com>

Behind the site

Presetpond is created by Danish web designer and amateur photographer Thomas Fals. Frustrated with the lack of a real community driven website for both Aperture® and Lightroom® users, he set out to create Presetpond on his own.

Any questions regarding Presetpond can be directed to info@presetpond.com