

Fall 2009

# ACADEMIC SUPERSTORE

Academic discounts on top brand software and hardware for students, parents, and teachers



Page 4

Page 5

Page 33



**FREE Backpack with your order!**

Limited time offer!  
See back cover for details.

## Save up to 85%!

1-800-827-3440 | [BTS.AcademicSuperstore.com](http://BTS.AcademicSuperstore.com)

## Everything for the digital photographer

Input, edit, manage, and present your work like a pro.

Digital photography puts a whole new world of possibilities at your fingertips. When you shoot with a digital camera, you're free to snap to your heart's content without wasting film, time, or money. Academic Superstore has the tools you'll need to edit, manage, manipulate, share, and print your work – all at student-friendly prices.

Editing software gives you the ability to make ordinary pictures extraordinary. Retouch, resize, and remove red-eye with the click of the mouse. You can even turn your color photographs into dramatic black and white images.

Want to take your work to the next level? No problem. With the right plug-ins you'll be able to create artistic edges, change backgrounds, add texture, restore old photographs, and a whole lot more.

Management software allows you to streamline and organize your digital photography workflow. With these powerful tools you can edit, view, catalog, and archive your work quickly and accurately.

► Input

► Editing

► Plugins

► Management

► Presentation

### Input (Scanners)

#### Visioneer® **Strobe XP 100 Mobile USB Scanner** The Mobile Scanning Solution

- USB-powered
- 600 x 600 resolution
- Scans paper size up to 8.5" x 14"

The Strobe XP 100 is the perfect companion for the mobile executive. Compact enough to fit neatly on your desk and pack easily alongside your laptop or in your briefcase. Portable enough to take anywhere because it's powered through the USB cable. Powerful enough to scan and organize all of your documents, photos, articles, brochures and business cards. Whether you're in the office or on the road, the Strobe XP 100 will lighten your load.

**\$199.95**

Win #LA711142



#### Epson® **Perfection V700 Photo Scanner** Exceed Your Vision

- Amazing 6,400 dpi resolution
- 4.0 Dmax for fine shadow detail
- FireWire and USB 2.0

Get professional quality results from virtually any photographic original with the Epson Perfection V700 Photo scanner. With ground-breaking 6,400 dpi resolution, this powerful scanner consistently delivers precision color and detail, whether scanning slides, negatives or medium format film.

With its Dual Lens System, this innovative product automatically selects from two lenses for the desired scan resolution. Plus, with Digital ICE Technologies, you can easily remove dust and scratches from film, and many types of surface defects from prints, minimizing costly retouching.

**\$549.95**

Mac and Win #LA752233



#### Epson® **Perfection 4490 Photo USB 2.0 Scanner** Quality. Performance. Precision.

- Professional level 4800 x 9600 dpi resolution
- Includes Adobe® Photoshop® Elements

A premium value for professional-quality scans, the Epson Perfection 4490 Photo delivers extraordinary results with 4,800 x 9,600 dpi resolution and an impressive 3.4 Dmax. This full-featured performer makes it easy for anyone to quickly restore, repair, and renew classic photos, film, and transparencies for stunning color reprints and enlargements. Powerful Digital ICE technology offers built-in dust and scratch removal capabilities for film, while Epson Easy Photo Fix provides one-touch color restoration.

**\$159.95**

Mac and Win #LA739338



#### Canon® **CanoScan LiDE 200 Flatbed Scanner** High-Quality Scanning Has Never Been Simpler

- 4800 x 4800 dpi resolution
- 48-bit color depth yields over 281 trillion possible colors
- One cable for USB and power

With the CanoScan LiDE 200 Flatbed Scanner, high-quality scanning has never been simpler. Four easy buttons automate the entire process, so it's a snap to scan, copy and create e-mail attachments or PDFs, and it is incredibly fast – scanning a letter size color document in as little as 14 seconds. Built-in retouching technology can further enhance your final images, and the Auto Scan Mode detects the type of original being scanned, then scans and saves it with the optimal settings.

**\$89.95**

Mac and Win #LA927185



## Input (Cameras)

### Canon® PowerShot G10 14.7 Megapixel Digital Camera Responsive and Stylish

- Oversized CCD sensor with 14.7-million effective pixels
- Shutter speeds from 1/4000th to 15 seconds
- RAW shooting mode
- Image stabilization
- 5x optical zoom



The PowerShot G10 is a great choice for any user wanting superior control in a point and shoot that stands out as much for its styling as for its images. The G10 has dials which change the exposure mode, exposure compensation, and ISO setting, as well as a Canon 'quick control' dial on the rear which mimics the familiar control of the EOS SLR cameras. These traits are certainly unusual in the point and shoot world. And at less than 2" thick and weighing about 12 ounces, it is a camera to take on a long journey without fanfare.

The camera is equipped with a long 5x optical zoom, and Canon's own Optical Image Stabilizer Technology keeps images steady and blur-free all through the zoom range – even in low light – by detecting motion and generating a corrective signal.

**\$519.95**

#LA936323

### Canon® EOS Digital Rebel XS with 18-55mm IS Lens Shoot Like the Pros!

- 10.1-megapixel CMOS sensor for poster-size prints
- Large 2.5-inch LCD display
- 3 frame-per-second continuous shooting capability
- Self-cleaning sensor unit
- High-speed, wide-area 7-point auto-focus



The Canon EOS Rebel XS Digital Camera incorporates a number of high-end functions and technology found in Canon's professional SLR models, including an improved autofocus sensor, and an advanced Live View function. Plus the proprietary DIGIC III image processor ensures that the fine details and natural colors of the images are optimally recorded, and also manages the camera's efficient energy consumption and high-speed signal processing performance.

The 10.5 megapixel CMOS sensor employs large microlenses over each pixel to reduce noise and enhance sensitivity up to ISO 1600. The camera also incorporates the Highlight Tone Priority and High-ISO Noise Reduction functions (previously found only on Canon's professional digital SLRs) and the camera is equipped with Canon's Auto Lighting Optimizer technology, which corrects image brightness and contrast automatically to prevent underexposure with backlit scenes.

**\$599.95**

#LA926131

## Editing



### Nik Software® Color Efex Pro™ 3 Complete The Photographer's Choice

- 52 filters and over 250 effects
- Enhance and transform images quickly and easily
- For Adobe® Photoshop®, Lightroom®, and Apple® Aperture®

Nik Software Color Efex Pro 3.0 filters are the leading photographic filters for digital photography. The award-winning Color Efex Pro 3.0 filters are widely used by many of today's professional photographers around the world to save time and get professional level results.

You'll get traditional and stylizing filters that offer virtually endless possibilities to enhance and transform images quickly and easily. With 52 filters and over 250 effects found in Color Efex Pro 3.0, you can perform high quality retouching, color correction, and endless creative enhancements to your photographs.

MSRP \$299.95 | You Save \$120 | **\$179.95**

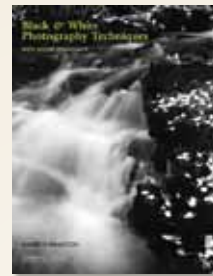
Mac and Win #LA873445



### Nik Software Silver Efex Pro™ 3 Create professional quality black and white images with one tool.

Mac and Win #LA920171

**\$119.95**



### Amherst Media Black & White Photography Techniques with Adobe Photoshop

With the recent advent of the digital darkroom, photographers have gained access to an unprecedented range of creative techniques that can be used to produce fine-art prints. This book teaches you the skills you need to make the most of your black & white images and craft professional-quality black & white prints in the digital darkroom.

**\$39.95**

Mac and Win #LA762211



### Total Training® Total Training for Adobe Photoshop CS4 – Essentials Learn All You Need to Know About Adobe Photoshop CS4

Led by Photoshop pro, Geoff Blake, you'll learn all the basics to get you up and running using CS4 plus get a look at the new features included in Adobe's latest version of Photoshop. With project work files included to show you just how it's done, you'll be well on your way to making your images dazzle.

MSRP \$99.99 | You Save \$35 | **\$64.95**

Mac and Win #LA933819



Plugins 



Alien Skin®  
**Eye Candy 5 Complete Bundle**  
 30 Professional Photoshop Plug-Ins

This is the coolest collection of professional-quality graphics plugins – get super effects in a snap!

**Eye Candy 5: Impact** is a collection of ten Photoshop filters which create chrome, brushed metal, glass, bevels, shadows, reflections, and more. Impact offers beautifully rendered effects that any designer will appreciate.

**Eye Candy 5: Nature**, is a collection of ten filters that create fire, smoke, rust, snow, ice, and more.

**Eye Candy 5: Textures** is a collection of ten seamless texture generators, producing a variety of texture effects, including snake skin, fur, brick, stone, and wood.

MSRP \$199.00 | You Save \$69 | **\$129.95**  
 Mac and Win #LA738213



Alien Skin®  
**Bokeh**  
 Make Your Subject Pop!

Finally, you can manipulate focus just like fast expensive lenses do with Bokeh, Alien Skin's latest Photoshop plug-in. Bokeh is the only software that accurately simulates the distinctive blurring and creamy highlights of real lenses. Presets were made from careful experiments with lenses famous for their bokeh highlights, such as the Canon EF 85mm f/1.2 II and the Nikon 105mm f/2.8 Macro. You can get creative with full control of a radial or planar sweet spot, just like expensive tilt-shift lenses.

MSRP \$199.00 | You Save \$60 | **\$138.95**  
 Mac and Win #LA968019



Nik Software®  
**Viveza™**  
 Color Control Revolutionized

Mastering the art of selectively correcting or enhancing color and light is now possible for every photographer without the need for complicated masks or selections, or expert-level knowledge of Photoshop. Integrating award-winning U Point technology, Viveza is the most powerful and precise tool available to control light and color in photographic images.

U Point powered Color Control Points, placed directly on colors or objects in an image (such as sky, skin, grass, etc.), reveal easy-to-use controls that photographers can use to quickly adjust brightness, contrast or color in a fraction of the time needed by other tools.

MSRP \$249.95 | You Save \$100 | **\$149.95**  
 Mac and Win #LA881059

onOne® Software  
**Plug-In Suite 4.5**  
 Six Award-Winning  
 Plug-Ins for Photoshop

- The upgrade to American Photo's Top Image Editing Software 2007
- Supports Photoshop CS2, CS3, and CS4
- Also supports Lightroom 2 and Aperture 2

Plug-In Suite 4 includes six Photoshop plug-ins that help you maximize the power of Photoshop.

You get **NEW Genuine Fractals Professional Edition 6**, **NEW PhotoTools 2 Professional Edition**, **PhotoFrame 4 Professional Edition**, **Mask Pro 4**, **FocalPoint**, and **PhotoTune 2**.

Plug-In Suite 4.5 makes it easier, faster, and better in the areas of Enlargement, Color Correction, Background Removal and Photo Effects.

MSRP \$499.95 | You Save \$200 | **\$299.95**  
 Mac and Win #LA995855



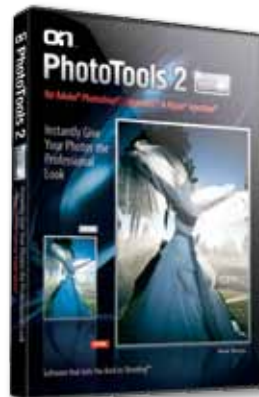
*"Mask Pro provides a very easy technique for improving the quality of your isolated objects, making them seem more believable on any new background."*  
 — Advanced Photoshop Magazine



onOne Software  
**PhotoFrame™ 4 Professional**  
 The Perfect Finishing Touch  
 for Your Photos

It is now easier than ever to add realistic film and darkroom edge effects to your images. You can also add artistic edges like torn paper, brush strokes, or even create full-on layouts with backgrounds, textures, and adornments. Add the perfect finishing touch to your images with a library of professionally-created edge effects.

MSRP \$259.95 | You Save \$130 | **\$129.95**  
 Mac and Win #LA948255



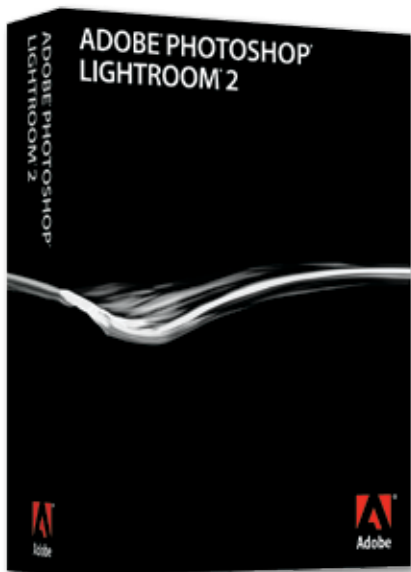
onOne Software  
**PhotoTools 2 Professional**  
 Instantly Give Your Photos  
 the Professional Look

PhotoTools 2 Professional Edition is the fastest way to add a professional look to your photos. You get hundreds of professional grade photographic effects in an easy-to-use program, making this the fastest and easiest way to make your photos stand out from the crowd. Preview, stack, and combine effects to produce professional results in just a few clicks!

MSRP \$259.95 | You Save \$135 | **\$124.95**  
 Mac and Win #LA973349

+ #LA973347 PhotoTools 2 Std. .... \$79.95

## Management



### Adobe® **Photoshop® Lightroom® 2** Simplify Photography from Shoot to Finish

- Enhance specific areas of a photo or precisely adjust overall color, exposure, and tonal range
- Automatically import, rename, and sort your entire shoot
- Present your work in dynamic slide shows, interactive web galleries, and a variety of print templates

Adobe Photoshop Lightroom 2 software is essential for today's digital photography workflow. Now you can quickly import, process, manage, and showcase your images – whether it's one shot or an entire shoot. Quickly batch process, convert, and apply metadata to your photos on import. Easily make selections with multiple viewing and comparison options. Adjust and enhance color, exposure, and tonal curves non-destructively on more than 190 camera raw file formats, as well as JPEG, TIFF, and PSD files. Every change you make to an image is automatically tracked, so you can return to any state with a single click.


MSRP \$299.00 | You Save \$200 | **\$98.95**  
Mac and Win #LA923151



### Adobe | Lynda.com® **Lightroom 2 + Essential Training Bundle**

Explore Adobe's professional toolbox for image organization, processing, and output. Learn to use catalogs, collections, keywords, filters, and more.

MSRP \$398.00 | You Save \$233 | **\$164.95**  
#LA931035

 #LA926417 Photoshop Lightroom 2 Essential Training from Lynda.com ..... \$69.95



### ACDSee® **ACDSee™ Pro 2.5** The Complete Toolbox for Photographers

- Catalog and create backups as your images are imported
- Save complex searches for ongoing use
- Add custom borders, drop shadows, and edge effects to photos
- Restore your original images at any time for worry-free editing

Streamline your digital image workflow with ACDSee Pro Photo Manager 2.5. View, catalog, edit, present, and archive all your image assets with speed, precision, and complete control.

Experience total digital asset management control, from start to finish, with ACDSee Pro Photo Manager. Catalog, batch edit, present, and archive all the digital assets in your image library with unprecedented ease. Tested and used by professional photographers the world over, ACDSee Pro 2.5 is all you need for everything you shoot.

MSRP \$129.99 | You Save \$40 | **\$89.95**  
Win #LA936461

## Resizing



### onOne® Software **Genuine Fractals™ 6 Professional Edition** The Industry Standard for Image Enlargement

Genuine Fractals 6 Professional Edition is the industry standard for image resizing. It is renowned across the photographic and printing industries for its ability to increase image size over 1,000% without the loss of sharpness or detail that you would normally expect – with both RGB and CMYK images.

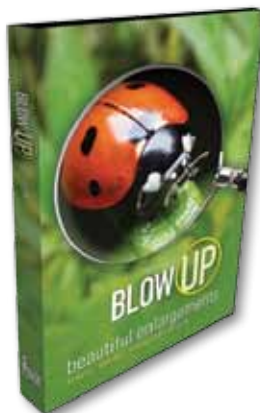


Its patented, fractal-based interpolation algorithms work like nothing else and the results speak for themselves. It allows you to crop and resize your image in a single step, then fire up the batch processing engine to resize an entire folder of images.

MSRP \$299.95 | You Save \$155 | **\$144.95**  
Mac and Win #LA956225

 #LA956223 Genuine Fractals 6 Std ..... \$79.95

**Featured Item**



### Alien Skin® **Blow Up® 2** Beautiful Enlargements

Blow Up 2 is a Photoshop plug-in that produces enlargements dramatically sharper than any other software, especially Photoshop! Blow Up uses an innovative algorithm that temporarily converts pixels to a vector representation which results in perfectly smooth, crisp edges.

Batch processing saves huge amounts of time when working with large numbers of photos. Blow Up can even clean up JPEG compression artifacts when a client insists on using a low-quality source image from the Web.

MSRP \$249.00 | You Save \$79 | **\$169.95**  
Mac and Win #LA928999

Printing 



(A) Epson®  
**Stylus Photo 1400 Printer**

The Epson Stylus Photo 1400 takes photo printing to the next level with fast and impressive 13" x 19" prints at a breakthrough price. You get rich color and detail for enlargements, displays, and more.

MSRP \$399.99 | You Save \$100 | **\$299.95**  
#LA788182

(B) Epson  
**Stylus C88+ Inkjet Printer**

The hard-working Epson Stylus C88+ has the power and flexibility you need to handle all your everyday printing. With remarkable speed and precision, it enables anyone to create brilliant photos and proposals in no time at all. Print important documents or even presentation photos. In fact, you can easily print frame-ready photos in popular borderless sizes.

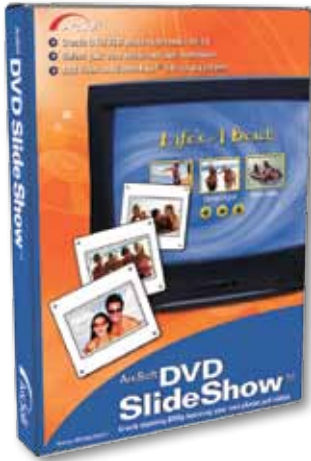
**\$89.95**  
#LA759259

(C) Hewlett-Packard  
**HP Deskjet 6940 Printer**

Experience professional printing in the comfort of your home or office without having to spend a dime out of your pocket. The HP Deskjet 6940 Color Inkjet Printer produces high-quality documents in little to no time at all.

MSRP \$123.00 | You Save \$33 | **\$89.95**  
#LA765759

Sharing 



ArcSoft®  
**DVD Slideshow™**  
Create Stunning DVDs and CDs

- Create photo slide shows complete with transitions, music, and text
- Choose from over 50 professional menu background designs
- Apply any photo or graphic as a menu background

With ArcSoft DVD SlideShow you can quickly and easily produce professional-looking DVD movie discs featuring your own photo slideshows and home videos. The program's simple step-by-step design enables users of all levels to build custom slide shows, trim video, design on-screen menus, and burn discs for sharing.

MSRP \$49.99 | You Save \$24 | **\$25.95**  
Win #LA766583



Roxio®  
**Creator 2009**  
Create, Preserve, and Share the Stories of Your Life

- Copy an entire 9GB DVD movie onto a standard 4.7GB DVD
- Burn up to 50 GB of content onto one Blu-ray disc

Roxio Creator 2009 is the only complete digital media software that lets family members of every age and experience level easily create, preserve, and share their stories and passions. Edit like a pro with flexible video editing tools for all abilities and interests. Choose from dozens of standard and high-resolution menu styles, covering a wide range of themes from family activities to sports and more.

MSRP \$129.95 | You Save \$10 | **\$119.95**  
Win #LA947393

Display 



Targus  
**3.5-Inch Digital Photo Frame**

This 3.5-inch digital photo frame displays digital photos on TFT LCD screen. The aspect ratio of screen is 4:3 and its resolution is 320 x 240 pixels. The usb device is to be connected to PC. This design is very compact, portable, and easy to operate.

**\$29.95**  
#LA952719



Coby Electronics  
**Digital Photo Frame**

This 7" Digital Photo Frame with MP3 Playback displays digital photos with no PC required. Play digital video and music with a simple click of a button. Provides multiple memory card and USB drive support, AV output for use with home theater systems, and integrated stereo speakers. Includes interchangeable black and white trims.

MSRP \$119.95 | You Save \$60 | **\$59.95**  
#LA866187





2101 E. Saint Elmo Rd., Suite 360  
Austin, Texas 78744

PRSR STD  
U.S. POSTAGE  
**PAID**  
ACADEMIC  
SUPERSTORE

Customer Number

Promotion Code

722722

Postmaster, please deliver between:



**FREE Backpack**  
with an order  
of \$100 or more  
Offer expires 10/31/09. Enter  
Promotion Code at checkout.

0909CAL



# Suite Deal!

Same great software. New low price.  
Special pricing for college students only.

**Adobe CS4 Design Premium** Student Edition

You Save \$1,400 | **\$398.95**

Mac #LA962669 | Win #LA961113

**Adobe CS4 Web Premium** Student Edition

You Save \$1,350 | **\$348.95**

Mac #LA962515 | Win #LA961145

**Adobe CS4 Design Standard** Student Edition

You Save \$1,100 | **\$298.95**

Mac #LA962619 | Win #LA961123

## Discover new dimensions in digital imaging



### Adobe Photoshop® CS4 Extended

Student Edition  
Enhanced for both Windows and  
Mac OS, Photoshop CS4 Extended  
includes tools for advanced  
measurement and analysis, and  
unrivaled integration that makes  
handling content between  
applications easy.

You Save \$800 | **\$198.95**

Mac #LA962281 | Win #LA961155

## Corel® Student Essentials Bundle



**Get everything in one package!**

CorelDRAW Graphics Suite X4,  
WordPerfect Office X4 Home & Student,  
Painter Essentials 4, and Video Studio Pro X2.

Win #LA1307159

**Only  
\$99<sup>95</sup>**