



AFFINITY

# About us

Founded: 1987

Employees: 78

Headquarters: Nottingham, United Kingdom

Having been very successful with developing consumer focused creative applications for Windows for over 20 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.



# The Affinity Suite



AFFINITY

# Designer



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# Photo



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# Publisher

# 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 organize the UI into different use cases.
- **Built for professionals** - core requirements like CMYK and 16-bit support built in from the start



# AFFINITY Photo

Professional Photo Editing Software

KEY FEATURES

# 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.



360° Image editing

### 360° Image Editing

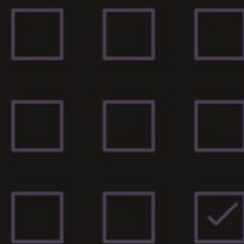
Pan and preview 360° images in real time.  
Project and edit equirectangular 360° images.



HDR merge

### High Dynamic Range (HDR) Editing

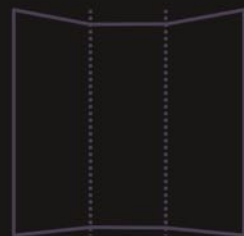
Merge bracketed exposures together to create 32-bit images.  
Unique Persona for Advanced Tone Mapping.



Batch processing

### Automation with Macros and Batch Processing

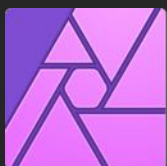
Import, export, and maintain a macro library.  
Run batch jobs for bulk processing & conversion of images.  
Apply macros in batch jobs for a seamless custom workflow.



Panorama stitching

### Panorama Stitching

Automatically stitch RAW and other images into panoramas



AFFINITY  
**Photo**

Keyframes  
**COMPOLASER**



AFFINITY  
**Designer**

Professional Graphic Design Software

KEY FEATURES

# 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**

Keyframes  
**COMPOLASER**



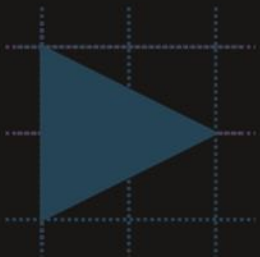
Typography

### Professional Typography

Create elegant text with OpenType, Type 1, and True Type fonts.

Use advanced OpenType features including Ligatures.

Typography panel shows live feature previews.



Icons

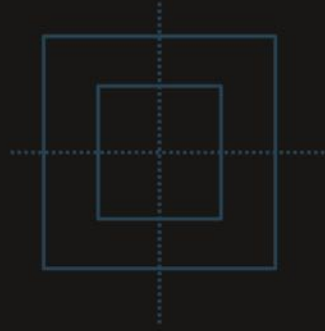
### Rock Solid Pen and Node Tools

Instinctively and quickly create what you want with fewer clicks.

Change node types on the fly without interrupting your flow.

Switch between Pen and Node tools with a key press.

On-curve and off-curve node snapping (with geometry snapping)



Constraints

### Constraints For UI Design

Avoids time-consuming design rework.

Auto-layout on differently sized device artboards.

Scale and/or anchor design elements to their 'parent' container.

Select object edges to be constrained.



Embed and Place Artwork

### Embed and Place Artwork

Embed PSDs, Affinity Designer files and others as part of larger designs.

Double-click to open and edit embedded designs and PSDs.

Place regular artwork and edit in-situ as normal.

Use embedded document's artboards selectively.

Maintain embedded contents as vectors on export.



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# AFFINITY Publisher

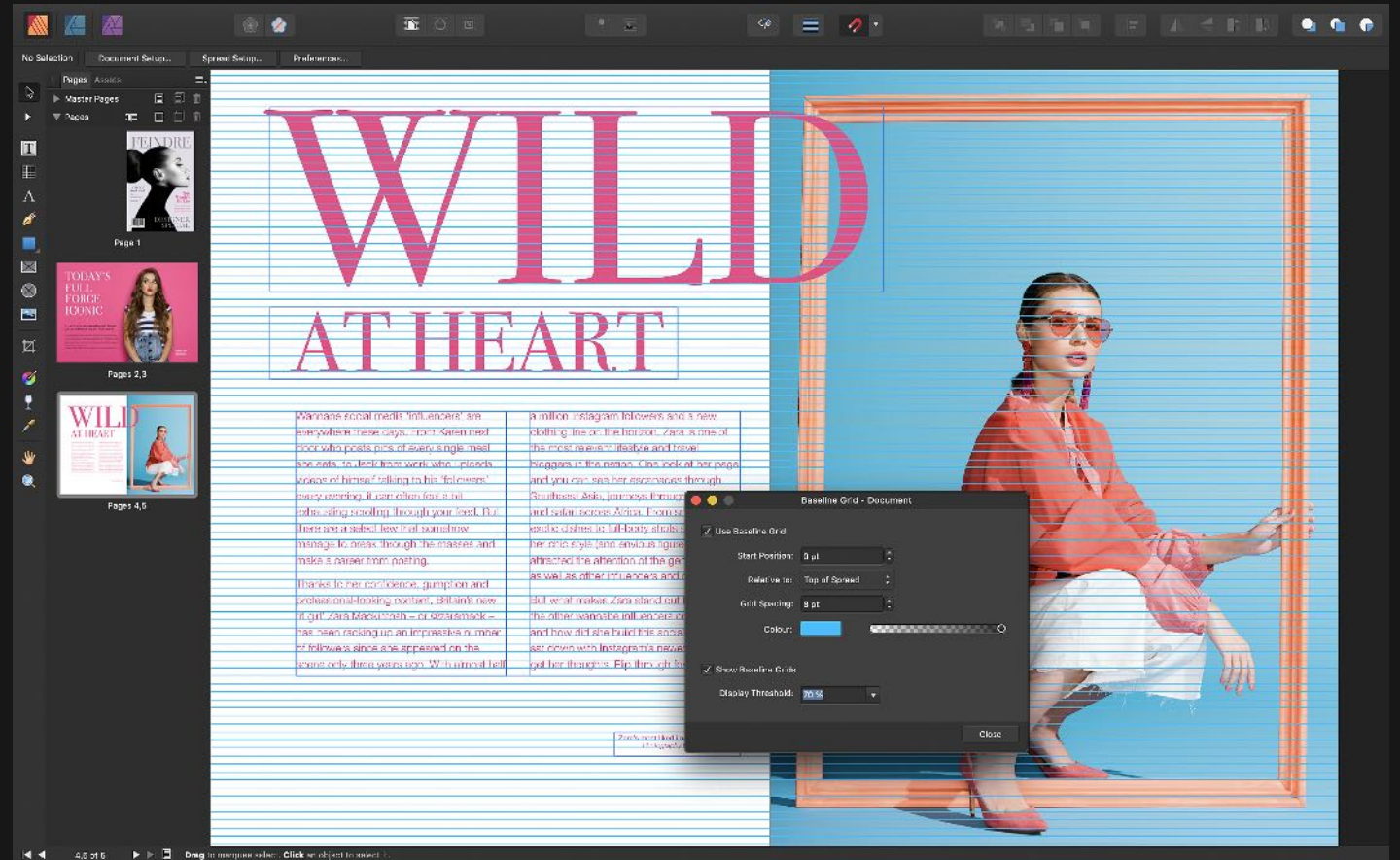
Professional Publishing Software

KEY  
FEATURES

**COMPOLASER**

## Baseline Grid

Ensure the baseline of your text is aligned across all columns and spreads

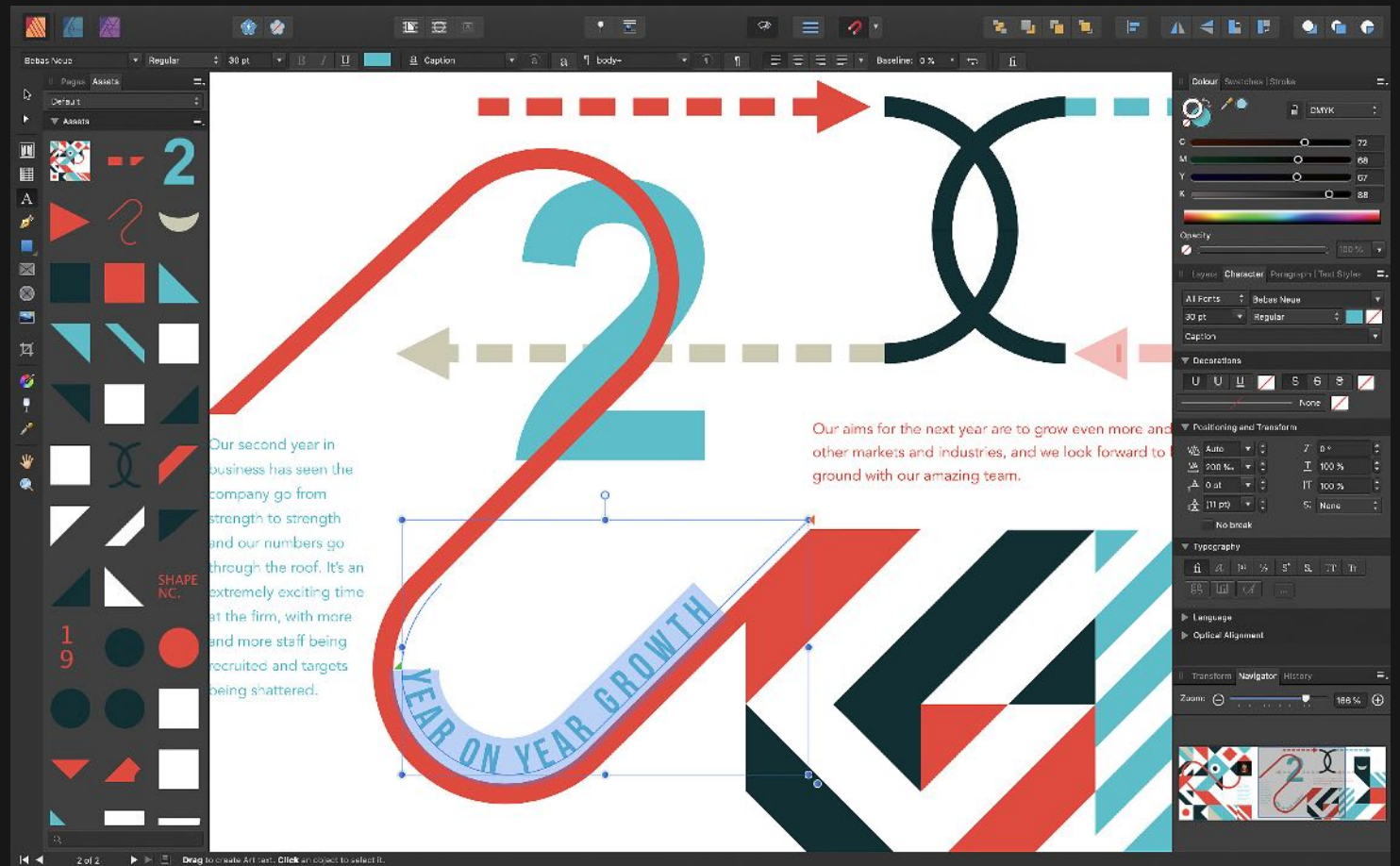


AFFINITY  
Publisher

COMPOLSER

## Text on a path

Draw any curve and type along it

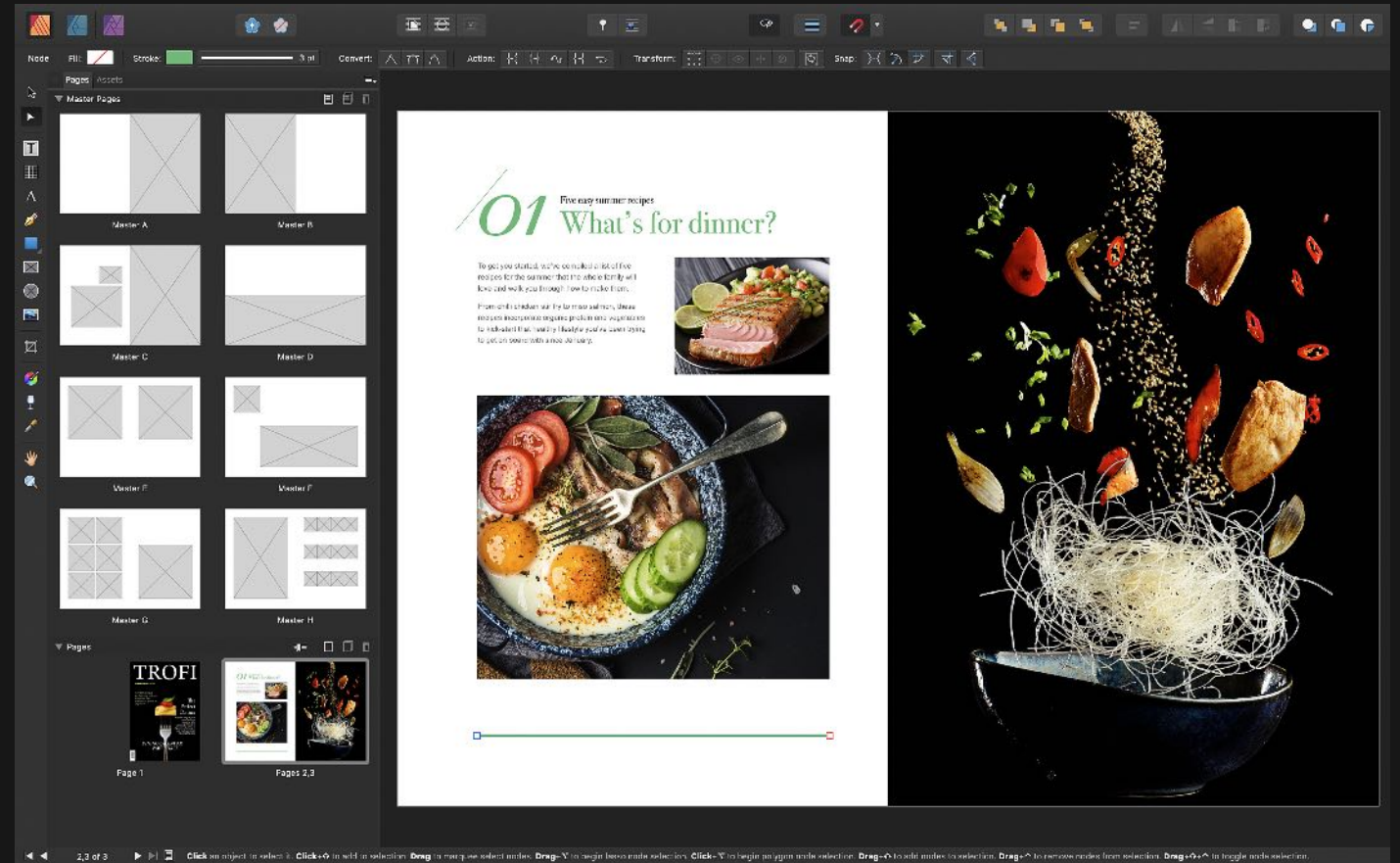


AFFINITY  
Publisher

COMPOLSER

## 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.

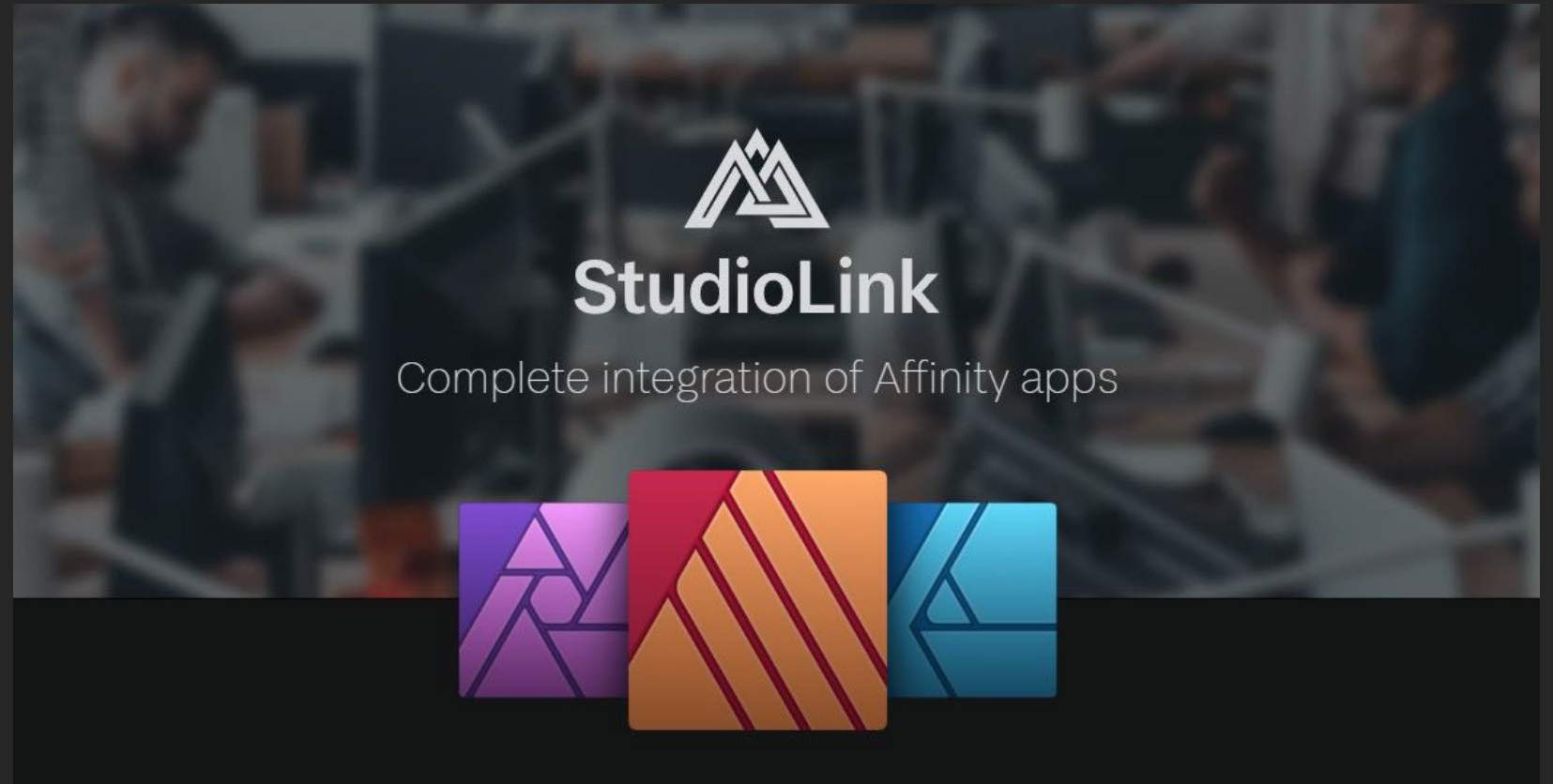


AFFINITY  
Publisher

Keyframes  
COMPOSER

## Studio Link

With Affinity Publisher, you can directly link to your other Affinity apps through Studio Link. The first technology of its kind, this revolutionary feature takes the pain out of publishing by allowing you to instantly switch to the advanced photo editing features of Affinity Photo and the precise vector tools of Affinity Designer without ever leaving the app. It's the most fluid workflow ever conceived in a creative suite of applications.



AFFINITY  
**Publisher**

COMPOLSER Key features

AWARDS AND  
PRESS



AFFINITY

**Designer**



AFFINITY

**Photo**



AFFINITY

**Publisher**

# Photo Press

“WHEN IT COMES TO THE BEST PHOTOSHOP ALTERNATIVE APPS, AFFINITY SURELY TOPS THEM ALL. THE APP PROVIDES STELLAR EDITING TOOLS.”

“5\*: A FABULOUS PROGRAM THAT REALLY DOES RIVAL THE BEST PROFESSIONAL AND ENTHUSIAST-LEVEL IMAGE-EDITING PACKAGES ON THE MARKET.”

“IMPRESSIVE CAPABILITIES – REAL PROMISE AND POWER WHEN IT COMES TO IMAGE EDITING.”

“THE FEELING THAT AN IMAGE EDITING APP HAS BEEN CREATED BY PEOPLE WHO ACTUALLY EDIT IMAGES COMES AS AN ALMOST INEXPRESSIBLE RELIEF.”

“WE APPLAUD THEM FOR A JOB WELL DONE...AFFINITY PHOTO IS AN EXCELLENT CHOICE.”

“THIS PROGRAM WILL ROCK THE CREATIVE WORLD.”

“IT HAS SO MUCH TO OFFER THAT IT’S ALMOST UNBELIEVABLE...IT’S HARD TO NOT BE REALLY IMPRESSED.”

Windowsreport

techradar.

POPULAR  
PHOTOGRAPHY

The Register®

PetaPixel

RESOURCE  
PHOTO. VIDEO. LIFESTYLE. ONLINE.

S O L S T I C E

COMPOLASER

# Best Mac App 2015

BEST  
OF  
2015

Was chosen by Apple as the best Mac App of 2015, beating 30,000 apps to the title.

# Designer Press

“THE SUCCESS OF AFFINITY DESIGNER HAS BEEN METEORIC – THE APP HAS SHAKEN UP THE GRAPHIC DESIGN SOFTWARE INDUSTRY.”



“NOT SINCE THE INVENTION OF VECTOR GRAPHICS THEMSELVES HAVE I SEEN ANYTHING QUITE SO USEFUL TO UI DESIGNERS.”



“IF YOU HAVEN’T BEEN FORTUNATE ENOUGH TO USE AFFINITY DESIGNER, LET ME SING ITS PRAISES FOR YOU: IT’S LIGHTWEIGHT, FEATURE-PACKED, AND OFFERS NEARLY EVERYTHING ADOBE’S ILLUSTRATOR DOES (AND A FEW THINGS IT DOESN’T).”



“AFFINITY DESIGNER IS IDEAL FOR ILLUSTRATORS AND WEB DESIGNERS”



GREAT UI, BUTTERY SMOOTH SOFTWARE AND JAW-DROPPING PRICE.



# Apple Design Award 2015



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

# Affinity Designer wins a coveted Microsoft Developer Award



# 10,000+ Mac App Store reviews



AVERAGE: 4.75

5 STAR: 92%