Affinity Designer version 1.4 released

EMBARGOED UNTIL 9AM GMT, DECEMBER 9TH 2015

Artboards and a big set of professional print features added to Serif's professional graphic design app for Mac.

NOTTINGHAM, UK — December 09, 2015 — Serif has today announced a significant update to its popular professional vector design app, Affinity Designer. This is the third major update the app has received since being launched in October last year, and as promised Serif continues to offer these updates free to existing owners of the app, despite the fact they do not charge a subscription. To tempt new customers they have also decided to drop the price by 20% for one-week.

Since it burst onto the scene in October 2014, Affinity Designer has gained a huge number of fans with its focus on speed, stability and lack of bloat. This was recognised in June this year with a highly coveted Design Award from Apple–the dream accolade for any OS X developer. Since then Affinity Designer has regularly been the best selling Graphics & Design application on the Mac App Store and now promises to offer creatives even more with this latest update.

One of the main headline features is the addition of an incredibly flexible artboard tool. As well as being able to create artboards of any size, or quickly create to common device sizes, you get the added flexibility of being able to group artboards, have artboards within artboards and even create them from any shape, not just square–functionality unique to Affinity Designer. The tool goes right through to export where you can instantly export all your artboards with independent export options, or across multiple pages as a PDF document.

"Without doubt artboards have been our most requested new feature since we launched, so we're delighted to get this functionality in," said Ashley Hewson, Serif's Managing Director. "It really is a must-have feature for UI and responsive design, so it's great to be widening the use case of Affinity Designer into these areas too."

Another big focus of this update has been on professional print, and a whole raft of features have now been added. Spot colours are now supported, including a full library of Pantone® swatches, along with overprint, bleed and trim controls. Output options have also been dramatically improved with the addition of PDF/X support up to PDF/X-4 so Affinity Designer can deal with everything from initial concept to press-ready output.

And there are plenty of other improvements too including a rotatable canvas, customisable keyboard shortcuts, global colours, all new typography controls, and significantly improved import and export of PSD, PDF, SVG and EPS formats.

The team have certainly been busy as alongside the update to Affinity Designer, as Serif have also released a new update to Affinity Photo today which includes advanced image stitching, image stacks, and new extensions for Apple Photos app.

"The success we have had with our Affinity products this year has been truly amazing, but it's not something we are taking for granted," said Ashley. "We are working round the clock,

typing faster than ever, to keep regular updates coming–it's a competitive market and we are more determined than ever to keep ourselves ahead."

Both updates are available now, free to owners of each app via the Mac App Store. For new customers they are available at the special offer price of just £29.99/€39.99/$39.99 each until December 15th, after which they revert to the normal price of £39.99/€49.99/$49.99. Learn more at affinity.serif.com, or from the Mac App Store via affinity.serif.com/buy-photo and affinity.serif.com/buy-designer.

END

Contact Dale Cook (dale@serif.com) with product or other press enquiries, or Ashley Hewson (ash@serif.com) with any corporate enquiries.

Affinity Designer Press Pack: affinity.serif.com/press/resources/designer
Affinity Designer Video (feel free to embed): vimeo.com/macaffinity/designer
Mac App Store Link: affinity.serif.com/buy-designer
Affinity Designer Web Page: affinity.serif.com/designer

Affinity Photo Press Release: http://bit.ly/1TAg3yu
Affinity Photo Press Pack: affinity.serif.com/press/resources/photo
Affinity Photo Video (feel free to embed): vimeo.com/macaffinity/photo
Mac App Store Link: affinity.serif.com/buy-photo
Affinity Photo Web Page: affinity.serif.com/photo