



Windows

Affinity applications are coming to Windows

NOTTINGHAM, UK – March 15, 2016 – Serif is delighted to announce that it will be bringing its highly regarded, multi award-winning Affinity creative apps to Windows.

The Affinity apps—which currently include [Affinity Designer](#) and [Affinity Photo](#)—have enjoyed tremendous success over the last 12 months with both apps regularly charting in the top 10 of the Mac App Store and gaining 1,000s of 5 star reviews from users. They have also received some serious recognition from Apple themselves [having won a Design Award in July](#), and Affinity Photo being [chosen as their best app of 2015](#) in December last year.

But the fact they have only been available on Mac has caused frustration for PC users, and the company has been inundated with requests to produce Windows versions.

"Pretty much any article, blog or social post about our Affinity apps now seems to attract a rush of comments from users asking why we don't make them available on Windows. Well, I'm really excited to finally reveal we are working on it and the development team are making incredibly rapid progress." said Ashley Hewson, Serif's Managing Director. "We already have an early build of Affinity Designer running on our PCs in the office here, and we will be making it available as a free public beta early in the summer".

Affinity apps for Windows will have exactly the same feature set as the Mac apps that have set the creative world alight, as well as sharing the same single file format that has become a core feature of the Affinity suite. Coming to Windows makes the Affinity range ideal for inter-agency collaborations, cross-platform creative workflows, and for a huge number of design studios, photographers and freelancers who have a PC based set-up.

As well as feature parity, Serif also promises to match the business model of the Mac versions with a purchase price of \$49.99 / €49.99 / £39.99 with no subscription.

You can sign up for the free beta of Affinity for Windows here: affinity.serif.com/windows.

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

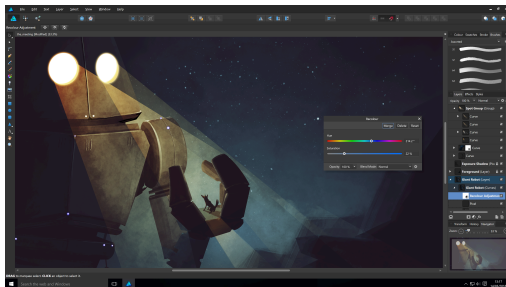
Affinity for Windows assets & early screenshots



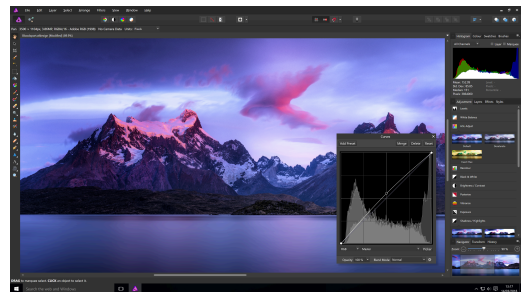
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