Norman Koren was born and raised in Rochester, NY, attended Brown and Wayne State Universities in Physics, and spent most of his adult life working in the magnetic storage industry. In 2001 he decided to focus on his lifelong hobby of photography. He tried becoming a fine art photographer, but soon got pulled into the tech side, writing a series of technical tutorials on normankoren.com. In 2003 he realized that digital technology made it possible to measure the qualities of cameras and lenses that photographers argued about endlessly. Since no such software was available, he wrote Imatest in his basement in Boulder, CO and launched it in 2004 at a price of $59. Although his intended market was geeky photographers, his customers quickly included many of the world's major technology companies. Imatest is now one of the world's most widely used image quality testing packages. Norman continues to work on Imatest as the Chief Technology Officer (CTO) of Imatest LLC.