



eWarna Awarded Patent For Online Color Management Technology

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eWarna, the global leader in online color collaboration solutions, has been notified of acceptance of its first U.S. patent application (No. 09/971,976) for its "System and Method for On-Line Color Algorithm Exchange". Utilized primarily in its award winning LabWorks Pro™ software, this innovative technology significantly reduces time in the color prediction and matching process.

PR9.NET September 06, 2004 - eWarna pioneered and created the world's first Internet-based colorimetric engine, a technology platform that facilitates seamless color creation, measurement, prediction, comparison, and collaboration across global supply chains.

"We built our core color exchange technology to enable our clients to fully leverage the power and connectivity of the Internet to solve color challenges," said Ashu Rajbhandari, Executive Chairman and CEO of eWarna. "This patent validates our commitment to managing color online and demonstrates our ability to create truly innovative solutions."

"This is the first of our patent set to come through the application process, so naturally we are delighted," said Richard Lawn, Co-Founder and Chief Strategy Officer of eWarna. "One of the true strengths of eWarna's online color engine is its ability to deliver advanced solutions as web services. Color measurement data is not like length or weight measurement data – it needs algorithms to explain it so that information systems can use it just like other product attribute measurements. By delivering data and algorithms via web services, eWarna allows inventory to be sorted by precise color as easily as by date, and shipped items to be matched by color as easily as by size, within existing inventory and logistics systems."

eWarna expects approval of several additional international patents over the coming months. Most of these patents center on eWarna's Online Color eXchange™ (OCX), their Internet platform for color communication and management.

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About eWarna.com Sdn Bhd

eWarna is the leading developer of online color collaboration solutions for sewn-products and other color critical industries. Its Online Color eXchange (OCX) technology allows industries such as textiles, apparel, dyestuffs, paints, inks and plastics to communicate color and color information accurately and instantaneously across complex supply chains using precise reflectance data. Its color technology can also be integrated into PLM/PDM and other third party solutions where color is critical for the end users. Among the list of eWarna clients are Liz Claiborne, Dillard's, Perry Ellis, Under Armour, Toys R Us, Disney and Li & Fung. More information on eWarna and its products can be found at www.ewarna.com

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