



eWarna Enters Strategic Marketing Partnership with Color AIXperts

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eWarna, the global leader in online color collaboration solutions, and Color AIXperts, the global leader in multi-spectral imaging, today announced a marketing partnership for multicolored textile color communication. The two companies now offer customers the ability to combine Color AIXperts' digital sample technology equipment SpAIXscan and viewing software SpAIXview with eWarna's award winning LabWorks Pro solution. Together, these systems deliver true collaboration in color communication processes, lower development costs and improved merchandise quality.

PR9.NET December 06, 2004 - "This is a combination of two world-leading solutions, and for the best reason – customer demand," said Richard Lawn, Co-founder and Chief Strategist of eWarna, "A leading supplier now linked into the color network of one the world's top 10 apparel brands on the eWarna platform uses Color AIXperts solutions. All parties involved in the supply chain could see the benefits of product combination, especially for remote approval of prints and items such as shoes".

Using multi-spectral imaging and measurement methodology, digital sample technology generates a spectral reflectance curve for every pixel of an image, which allows precise remote comparison of multipart or multicolored items. By recalculating each pixel color under different lights, the true effects of texture and shape on color perception can also be shown. Rather than simulating a texture or pattern on a greyscale image using a few spectral curves, digital sample technology goes beyond the traditional approach and directly measures the texture or pattern's effects on color presentation pixel by pixel.

"Both companies believe that as digital sample technology becomes more affordable and convenient, it will show rapid growth in take-up by all organizations who literally need to see the whole picture, color-precise of course," said Phillip Moll, Co-founder of Color AIXperts. "Combining these features with eWarna's truly Internet based color collaboration platform opens up a much more exciting future for industrial color management,"

The two companies can now market combined solutions to the global textile and apparel industry.

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About Color AIXperts

Founded in 2000 with headquarters in Aachen, Germany, Color AIXperts specializes in DIGITAL SAMPLE Technology using multi-spectral imaging and measurement methodology that delivers precise color and structure representation in digital color communication. Its products and solutions are widely used in industries such as Textile and Garment, Graphics and Arts, Chemical and Pharmaceutical, and Automotive. First class references of Color AIXperts are BADER, BAUR, OTTO, Wehkamp, bon*prix in cooperation with their prepress companies, Hempel International (Shanghai), Viktor Achter - Milliken Group, BMW Deutschland. More information on Color AIXperts can be found at www.color-aixperts.de

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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