

Pictographics[®] **Color Technology**

Press Release-Master Distribution/OEM Agreement

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Pictographics Signs Master Distribution/OEM Agreement with PictoColor Corporation

PictoColor Corporation, a new company, will distribute Pictographics' award-winning iCorrect[®] and inCamera[®] products worldwide

January 22, 2004—Burnsville, MN, USA, [Pictographics International Corporation](http://www.pictographics.com) has signed a Master Distribution and OEM Licensing agreement with PictoColor Corporation assigning exclusive distribution and naming rights for its award-winning **iCorrect[®]** color correction and editing software products and **inCamera[®]** digital camera and scanner ICC profiling software. PictoColor will market and distribute the iCorrect and inCamera products to end users through its e-commerce product store and a network of resellers and distributors.

PictoColor Corporation is a new company founded by the principles of Pictographics International Corporation. PictoColor is committed to helping professional photographers, creative imaging professionals, and digital photo enthusiasts perfect, preserve, and protect their digital memories. Craig Huelskoetter, PictoColor's president said, "PictoColor will not only be the new home of the award-winning iCorrect and inCamera products, but will also become an even more comprehensive resource for related imaging products and services. In the coming weeks and months PictoColor will introduce additional products and services geared toward simplifying digital photographer's workflow, sharing their creative vision, and safeguarding their important digital memories." PictoColor will also build on Pictographics' tradition of providing useful information and insight on digital photography, color technology and related developments. PictoColor's web site is www.picto.com.

According to Wayne Huelskoetter, Pictographics' president, "We recognized that our end user product distribution business was fundamentally different from our technology licensing and OEM businesses and decided that Pictographics will focus on OEM and technology licensing of our CandelaColor Digital Color Technology. By making our color technology available to developers of digital imaging software can quickly and easily provide their customers with very sophisticated color editing tools in a simple and easy to use form. In addition, Pictographics will continue to develop new offerings as customized OEM or private label products."

Technology licenses are available for the following libraries:

CandelaColor[®] Correct: A color correction algorithm library that is the color engine in iCorrect and iCorrect Professional products.

CandelaColor[®] Edit: A color correction and editing algorithm library that is the color engine in iCorrect EditLab products.

CandelaColor® Suite: A suite of ICC Color Management Libraries for creating, editing and managing ICC compatible profiles for digital cameras, scanners, monitors, and RGB and CMYK printing devices.

CandelaColor® Utilities: A set of image processing and data processing utility libraries used in the development of digital imaging applications.

CandelaColor® Digital Color Technology Libraries are available as a library or DLL compiled for Windows, Macintosh, and Linux operating systems and are compatible with the ICC (International Color Consortium) standards. Application Program Interfaces (API) for the CandelaColor Technology Libraries are available to qualified developers. Customized OEM and private label versions of Pictographics end user products are also available. Pictographics offers a variety of flexible technology licensing and OEM alternatives ranging from per unit royalties to fully paid up licenses.

Pictographics International Corporation has established a new technology licensing web site at www.pictographicsint.com. For information regarding the Pictographics Technology Licensing Program and API's contact Wayne Huelskoetter at licensing@pictographicsint.com.

About Pictographics

Pictographics International Corporation is a leading provider of digital color technology and advanced imaging applications including the award winning iCorrect® family of "point and click" color correction and editing software and the acclaimed inCamera® digital camera and scanner profiling software. Through technology license partners and end user products, CandelaColor® Digital Color Technology by Pictographics® is used to "Make the Color Right"™ on digital images that are seen by hundreds of thousands of people every day as they read their newspapers, page through a catalog, see a billboard or a magazine ad, or watch an animated movie. Pictographics is located at 2216 East 117th Street, Burnsville, MN 55337, USA. TEL 952-894-6247, FAX 952-894-0784. www.pictographicsint.com, e-mail: licensing@pictographicsint.com.

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