

Press Release

Contact: Wayne Huelskoetter
Pictographics International Corp.
952-894-6247, Ext. 121, whuel@picto.com

Pictographics Signs License Agreement with Digital Imaging System Consultants, LLC.

DISC, LLC will market and support the Pictographics[®] System Manager to owners of OCE' LightJet 5000 series printers under an exclusive worldwide technology license and distribution agreement.

February 10, 2004—Burnsville, MN, USA Pictographics International Corporation has signed an exclusive license agreement with Digital Imaging System Consultants, LLC for the sales and support of **System Manager**, an image preparation and calibration application for Océ's LightJet 5000 series printers. **System Manager 6**, featuring Pictographics proprietary "single step" Gray Balance technology, will be available soon at www.systemmanager6.com.

Digital Imaging System Consultants, LLC was founded in 2000 by Mr. Gerry Baiel and provides consulting services and specialized product development for the digital imaging industry. Prior to founding DISC Mr. Baiel was Vice President of Development for Pictographics and led the development of the Pictographics System Manager.

According to Wayne Huelskoetter, Pictographics' president, "The new System Manager 6, featuring Pictographics' "single step" Gray Balance technology, will be beneficial to all current owners of LightJet 5000 series printers. The accuracy and speed of linearizing RGB printers with this new technology will improve print quality and increase productivity. Mr. Baiel's experience and expertise with the LightJet printers makes him uniquely qualified to market and support System Manager."

Pictographics Technology Licensing, OEM and Private Label Program

CandelaColor[®] Digital Color Technology Libraries is a set of powerful color management libraries (a tool set) the *Make the Color Right*. These libraries and the products based on the libraries have been designed for easy integration into software and hardware products to create and maintain accurate image color throughout the digital imaging process from image capture, to display, to print. 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. 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 technology licensing web site is www.pictographicsint.com. For information regarding the Pictographics Technology Licensing, OEM and Private Label Program contact Wayne Huelskoetter at licensing@pictographicsint.com.

About Digital Imaging System Consultants, LLC

Digital Imaging System Consultants, LLC was founded in 2000 by Gerry Baiel, former vice-president of Pictographics International Corporation, and provides consulting services and specialized product development for the digital imaging industry. For more information contact Gerry Baiel, ghbaiel@disc-llc.com or go to www.disc.llc.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.

Copyright 2003 Pictographics International Corporation. Pictographics®, inCamera®, iCorrect®, and CandelaColor® are registered trademarks of Pictographics International Corp. All trademarks referenced in this document, whether identified as trademarks or not, are the sole property of the legal owners of such marks. Pictographics makes no such claims to any such marks nor willingly misused or misapplied any marks.