

### Press Release

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### Pictographics Signs License Agreement with ISA, Inc.

#### **ISA's Lucht DVP2 Digital Multiprinter featuring Pictographics<sup>®</sup> "Single-Step" Gray Balance LUT Calibration Technology will be demonstrated at PMA 2004, Booth F135**

February 10, 2004—Burnsville, MN, USA Pictographics International Corporation has signed a technology license agreement with ISA, Inc. for the Pictographics<sup>®</sup> Gray Balance LUT Calibration Technology for use with the Lucht DVP2 digital photographic multiprinter. ISA will be exhibiting the DVP2 Digital Printer at PMA 2004 in Las Vegas, Booth L150. Information on the DVP2 can found at [www.lucht.com](http://www.lucht.com).

The Pictographics LUT calibration routines will immediately be included as part of the DVP2's QC application and ship standard on all units. "We are extremely excited to offer the Pictographics software with our printer," said ISA Vice President Dave Sheble. "This brings the most accurate printer LUT calibration software in the industry to our product. We have had incredible results during our testing phase and can't wait for our customers to experience the benefits," he added.

According to Wayne Huelskoetter, Pictographics' president, "We are very pleased of our association with ISA and the opportunity to license the Pictographics Gray Balance technology for the DVP2. The accuracy and speed of linearizing RGB photographic printers with our technology optimizes print quality and increases productivity. Pictographics has a long history of experience with RGB photographic printers and our Gray Balance Technology grew out of a need to find a faster and more accurate method to linearize and calibrate RGB photographic printers. The shadow and highlight detail of printers employing our technology are particularly impressive."

Pictographics<sup>®</sup> Gray Balance Technology Libraries are available as a library or DLL compiled for Windows and Macintosh operating systems and are applicable to any RGB photographic printer. 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](http://www.pictographicsint.com). For information regarding the Pictographics Technology Licensing, OEM and Private Label Program contact Wayne Huelskoetter at [licensing@pictographicsint.com](mailto: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<sup>®</sup> family of "point and click" color correction and editing software and the acclaimed inCamera<sup>®</sup> digital camera and scanner profiling software. Through technology license partners and end user products, Digital Color Technology by Pictographics<sup>®</sup> 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](http://www.pictographicsint.com), e-mail: [licensing@pictographicsint.com](mailto:licensing@pictographicsint.com).

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