



For Immediate Release
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IQ Colour, LLC Formed By Industry Color Expert Dr. Ed Granger

Renowned Researcher Launches New Company Focused on Color Technologies

Novato, CA – November 4, 2008 – IQ Colour, LLC is pleased to announce today the formation of a new company dedicated to delivering unprecedented solutions for the next generation of digital color separation workflows. Founded by renowned color expert and researcher, Dr. Edward Granger, who will lead the organization as Chief Executive Officer, and he has teamed up with John P. Sweeney, Vice President, Business Development.

Dr. Granger's expertise in fields of graphic arts, optics, infrared, color science, electronics, high speed computing, and image structure have already resulted in over 40 patents and more than 80 technical publications in the area of color science. His knowledge of color workflows and key issues facing today's print production environments are ideal in further developing products designed to overcome such challenges. According to Dr. Granger, "IQ Colour's approaches to solving today's color separation issues are revolutionary. Our products will allow printers to produce better color faster using less ink, thereby saving time, costs and resources — precious commodities in today's economic conditions."

Many production professionals already believe that adjusting editorial color separations using GCR and UCA (Undercolor Additions) not only improve overall color quality but actually lower production costs by using less color ink and when properly applied, also reduces black ink requirements to achieve better consistency on press. Added benefits include shorter make ready times, and faster drying times due to the thinner layer of ink which is also better suited to lighter weight paper stocks such as newsprint. IQ Colour builds upon these assumptions with easy to use color separation tools that work within existing workflows and are capable of processing separations to a single standard using a batch process.

Early results from extensive field beta testing have shown significant reductions in ink cost and make-ready times in both editorial RGB to CMYK and also CMYK to CMYK color workflows for supplied advertising materials. "Our first set of solutions are targeted toward the newspaper market, whose production workflow volume and cost constraints will immediately benefit from IQ Colour Tools," states John Sweeney "We are confident that their success with our products will help us position our company to continue to develop solutions addressing the needs of additional print markets."

For more information on IQ Colour, LLC visit their website at: <http://www.iqcolour.com>

About IQ Colour, LLC — The IQ Colour™ Team represents over 50 years of printing color science, hands-on testing, and technical research combined with a vision to help printers achieve the highest quality color output at the lowest cost of production. The IQ Colour™ solution delivers a new image rendering science to color separations and addresses the key challenges of today's GCR/UCA approach with tools that meet the needs of both editorial and advertising workflows. IQ Colour™ components make RGB to CMYK conversions for image files and include similar tools that enable ink saving adjustments CMYK to CMYK for supplied advertising materials. IQ Colour™ solutions help you achieve better color faster, while using less ink. For more information visit: <http://www.iqcolour.com/>