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## **Athentech Signs New Licensing Pacts with Exclaim, Preclick, Softworks For its Award-Winning Perfectly Clear® Image-Correction Technology**

*World's only Real Color Solution expands further into mobile space, software, lab applications*

**LAS VEGAS, Nevada (31 January, 2008)** – Perfectly Clear®, the imaging industry's leading automatic turnkey image-correction solution, further extended its reach around the world and into exciting new imaging applications with today's announcement by Athentech Technologies Inc. that it has signed licensing agreements for its award-winning automatic image correction technology with three more media / digital imaging companies. Athentech made its announcement here at the PMA 2008 trade show.

Athentech President Brad Malcolm announced his company's three most recent licensees:

- **Exclaim ([www.exclaim.com](http://www.exclaim.com))**, headquartered in West Trenton, NJ, which has incorporated Perfectly Clear® into its industry-leading mobile Digital Media Management platform for carriers to enable the sharing, exchange, printing and personalization of images and other user-generated content via camera phones and other mobile devices
- **Preclick ([www.preclick.com](http://www.preclick.com))**, based in Atlantic Highlands, NJ, which has integrated Perfectly Clear® into its popular Photo Organizer – distributed by leading retailers such as Costco and Wal-Mart that capture 60 percent of U.S. retail photo revenue
- **SoftWorks Systems ([www.softworkssystem.com](http://www.softworkssystem.com))**, of Jamesville, NY, which has added Perfectly Clear® into its widely used ROES Stand-Alone Server for fast, automated image correction in the photo lab

These innovative companies join the global community of Perfectly Clear® licensees that already includes PhotoWorks, Fotokasten, Albumprinter, Digilabs, Pixilu Imaging, Arcadia Software, River Co., Bibble, Digital Portal, DuNord, Express Imaging, FixFoto, Janna Systems, Lucidiom, muvee Technologies, Pixology (Photochannel), Simple Star, KIS/Photo-Me Group, Oblo, Photobot, PixPert, Worksunit, SeeFile Software and a host of large retailers around the world.

In addition to its integration into a variety of imaging software products, online fulfillment sites and editing systems, at last count Perfectly Clear® was installed in more than 45,000 retail photo kiosks and several thousand minilabs in more than 30 countries, according to Athentech. The company is exhibiting Perfectly Clear® at the PMA trade show, 31 Jan.-2 Feb. at the Las Vegas Convention Center, in Technology Suite X141, where interested parties can find out more about what is quickly becoming the industry standard for automatic image correction. Information also is available online at: [www.athentech.com](http://www.athentech.com). (A complete set of Athentech's PMA '08 press materials is available on PMA's Virtual Press Office web site.)

“By integrating Perfectly Clear® into our Exclaim mobile application platform, we bring together for our customers all the flexibility and benefits of the mobile experience with image quality that they haven't been able to achieve previously – all in an automatic process that requires no additional steps on their part,” said

Exclaim Vice President and General Manager Jiren Parikh. “Our job is to ensure that a consumer’s mobile digital experience is as easy and frictionless as possible, and Perfectly Clear® provides us with a huge assist in that effort.”

“With the addition of Perfectly Clear®, users of our Preclick Photo Organizer software can produce stunning, true-to-life pictures for photo printing at retail with a single mouse click,” Preclick President and CEO Brian Smiga said. “Pictures that look better drive more revenue for our retail partners. Perfectly Clear® and Preclick together do an outstanding job of making advanced image correction effortless to use. We’re very pleased to have this relationship with Athentech.”

“As these new agreements make clear, more and more companies and their customers are benefiting from the automatic capabilities of our multi-patented Perfectly Clear® solution,” Malcolm said. “We’re very pleased that Perfectly Clear® – which is the smallest ‘auto’ image-correction technology for visually pleasing, error-free, color-accurate pictures – continues to attract a growing list of quality imaging partners, retailers and licensees.”

### **How Perfectly Clear® Works**

Perfectly Clear®, invented for the digital world, is modeled on the physics principles of light. Unlike traditional analogue-based approaches that can actually damage true color, create artifacts and cause clipping, Perfectly Clear® is the only solution that operates like the human eye – optimizing and correcting the light in each and every pixel, perfectly preserving the photographer’s memory. The result is stunning pictures regardless of how they are viewed – electronically or as prints. In less than one second, Perfectly Clear® for photographic applications optimizes the lighting in each pixel while maintaining true color with zero clipping and no artifacts.

Perfectly Clear®’s Real Color correction differentiates it from all other image-correction technologies, according to the company. It is the only correction technology that accurately corrects photos to perfectly preserve the customer’s memories, Malcolm said. Digital capture devices, he continued, currently are incapable of reproducing the full spectrum of colors that the eye sees. “Perfectly Clear® optimizes the exposure for every pixel in the image, abiding by the physics principles of light, ensuring that customers’ precious photo memories are accurately corrected and perfectly preserved forever,” he said.

### **About Athentech® Technologies Inc.**

Athentech® Technologies Inc. is an entrepreneurial, privately held company headquartered in Calgary, Alberta, involved in three different industries and markets: digital imaging, signal processing (for medical applications) and earth sciences. For more information, please visit: <http://www.athentech.com>.

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