

Imetto Digital Imaging Technology Co., Ltd.

Contacts: Kent Chen

July 3, 2008

Shanghai, China – At Imaging Expo China/Interphoto Shanghai, Imetto announced a series of new products.

1. Three series of photobook-making systems including the entry-level J series, which is an affordable, semi-automatic and lower-manpower-required device with the ability to produce a photobook within 20 minutes; and both K-series and high-speed I-series fully-automatic models, which are bundled with layout software and able to produce a photobook within several minutes.

2. The i1250Y compact laser printer combines the functions desired by both minilab shops and pro labs. It uses a new generation of laser exposure engine that has been researched and developed by Imetto itself, and has a built-in automatic color processing unit, with a maximum printing size up to 12x50-inch. The i1250Y can be connected to the K-series photobook-making machine, thereby achieving a fully-automatic production process from photo output to photobooks.

3. New professional large-format printers. The Yotta 40 laser printer, with a maximum printing width of 42.5 inches, continues to use the same reliable exposure engine offered with the Tera R-series, providing customers with an additional option for a wider output format. The Tera C-series 30-inch laser printer has a small size and a higher cost efficient ratio. The Zetto R-type 50-inch printer uses a new generation of exposure engine, with exposure speed increased to 27 inches/minute (50m²/hour) from the original 18 inches/minute.

At the same time, it announced a licensing agreement with Athentech Imaging of Calgary, Canada to incorporate its award-winning Perfectly Clear® automatic image correction technology into its leading printing systems to provide true color for its customers. Imetto president Kent Chen said, “With the addition of Perfectly Clear® into our workflow, our customers are assured of getting stunning, true-to-life pictures for their entire order. We’re very pleased to have this relationship with Athentech.”

Athentech President Brad Malcolm noted that “This agreement makes clear, that Imetto is committed to providing the very best images to its customers. As more and more companies and their customers are benefiting from the automatic capabilities of our multi-patented Perfectly Clear® solution.”

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>.