

# FOR IMMEDIATE RELEASE

## eWarna Transforms Online Color Collaboration

*New LabWorks Pro application lets users share digital colors the same way they work with real world physical samples.*

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**MALACCA, Malaysia** March 24<sup>th</sup> 2003 – eWarna today announced the official launch of LabWorks Pro, a new release of Internet based collaborative color management software that for the first time lets users work with digital color the way they work with physical swatches – cutting and pasting between folders and palettes that can be shared and searched around the world in a mouse click. LabWorks Pro delivers streamlined color management with a highly intuitive user interface and a flexible structure that allows for efficient data organization and communication.

LabWorks Pro is designed to be a comprehensive solution for anyone involved in the color approval cycle. For suppliers, this means built-in recipe formulation and prediction tools, with shareable dye-loadings and recipes, as well as a color measurement module that works with a wide range of spectrophotometers. For retailers, LabWorks Pro brings flexible color management that can seamlessly integrate with XML based software, including eWarna's XMatch application for both color and supply chain quality control.

"Everyone who sees this software comments on how well it matches the way they work with color swatches now" said Richard Lawn, Chief Executive Officer of eWarna. "To be able to organize digital swatches in any folder structure the user needs, share those folders with colleagues, customers or suppliers in real time across the internet, search them by color, date, fabric, whatever – that is when the benefits of digital color communication really arise. Interest has been so strong that we have in fact sold several of these solutions to major specifier groups during the soft launch period".

As with all eWarna products, Labworks Pro has at its core eWarna's patent pending internet color exchange technology.

Those interested in downloading a free test drive account of LabWorks Pro should send an email to [info@ewarna.com](mailto:info@ewarna.com).

### **About eWarna**

eWarna's Internet based colorimetric engine allows industries such as textiles, apparel, dyestuffs, paints, inks and plastics to accurately share color information across complex supply chains using precise reflectance data. This color engine and its XML links allow full colorimetric functions to be built into the web based workflow operations that eWarna and others build for color supply chains, as well as support eWarna's range of individual color software applications. Current users include some of the largest textile and apparel companies in the world. A privately held company based in Malacca, Malaysia, eWarna's investors include Hong Kong based venture capital funds Nirvana Capital and Nan Fung Investments and a Malaysian consortium of private and government technology funds made up of MayBan Ventures, Trans-Econs Ventures, Commerce Technology Ventures and MSC Venture One. The company has offices in Kuala Lumpur, Hong Kong, Shanghai, Thailand, India, Sri Lanka, the US and the UK, and representation in Australia, the Middle East and Eastern Europe. More information on eWarna and its products can be found at [www.ewarna.com](http://www.ewarna.com).

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