



PRESS RELEASE

For Immediate Release



eWarna Announces Availability of Color On-Demand Web Services Preview Release

Kuala Lumpur, Malaysia - October 6, 2004 – eWarna, the leader in online color collaboration solutions, today announced the preview release of Color Services, a revolutionary color-on-demand architecture that provides international scientific standard color functions to enterprise applications through open standard web services protocols.

eWarna has proven the effectiveness of its color communication technology, the Online Color eXchange (OCX), by reducing color development lead time in the Textile and Apparel sector. The OCX is an Internet platform that facilitates seamless communication of color functionalities. With this Color Services initiative, eWarna hopes to spawn the development of more color management applications in any color critical sector. Color Services provide the means for rich color functionalities to be integrated into product development (PDM/PLM), supply chain (SCM), enterprise (ERP) and color management solutions to meet the changing needs of customers in all color critical industries, not just Textile and Apparel.

“We are very excited with the preview release of the first two color functionalities - Color Search and Color Compare. As an example of their power, Color Search is used in our ColorTrade web site, which allows a seller to attach color reflectance records on the OCX to item listing records on eBay and then a buyer to search the listings using text and a precise color as target,” said Richard Lawn, Chief Strategy Officer of eWarna. “We believe this is the first step to a world where color data can be treated as an integral product attribute within mainstream business applications”

“Amazon attracted 25,000 independent developers within 10 months of launching its web services program resulting in dozens of new applications helping small merchants sell on the Net,” said S.Subramaniam, Chief Technology Officer of eWarna. “We want to work with established color management solutions vendors, independent programmers and other enterprise solution vendors to create more color aware applications. This release is the first of eWarna releases and will be followed by quarterly releases of more functionalities and enhancements”

Color Services Preview Release

eWarna Color Services allow users to store, retrieve, compare and share precise digital color fingerprints in a secured color database. They remove the burden of writing colorimetry functions by allowing programmers to focus on application logic with the use of industry standard color algorithms, reflectance, illuminant and observer data. Access to the Color Services programming layer is made easier through a single XML parameter to any web services interface. Color Services programming interface is tested by Java Web Services client, in Windows and Linux platforms.

eWarna Color Services are accessible from <http://ocxws.ewarna.com> through Web Services Description Language WSDL file. More technical information of Color Services programming can be obtained by sending email to ocxws@ewarna.com.

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About eWarna

eWarna is the leading developer of online color collaboration solutions for sewn-products and other color critical industries with offices in the Americas, Europe and Asia. Its 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. Among the list of eWarna clients are Liz Claiborne, Dillard's, Perry Ellis, Under Armour, Toys "R" Us, Disney and Li & Fung. More information on eWarna and its products can be found at www.ewarna.com.

eWarna ColorTrade

ColorTrade is a demo application to show integration of eBay Web Services with eWarna's Color Services. The demo application can be seen at <http://ocxws.ewarna.com/colortrade/>

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