



# eWarna



**Managing ColorOnline™**

## PRESS RELEASE



### **eWarna and IBM Link to Deliver *Color On-Demand* Web Services to Companies Worldwide**

**Kuala Lumpur, October 29, 2003** - eWarna, the leading provider of online color collaboration solutions for apparel and color critical industries, announced today that its web services development team will link with IBM via an Advanced Business Partner membership in IBM PartnerWorld for Developers.

“Our goal is to work with eWarna’s web services team to reach new markets and opportunities faster at lower cost and, through our partnership, the online color collaboration market can look forward to proven software tools supported by a broader range of services,” said IBM Software Group Country Manager Hong Kok Cheong.

The two companies are forming the strategic alliance to jointly develop and market eWarna’s *Color On-Demand*, a new web services offering which will make use of IBM’s WebSphere “middleware” platform.

Designed for the new era, eWarna *Color On-Demand* allows supply chain solution developers across color critical industries to concentrate on adding value from their own perspective, whilst including state-of-the-art color collaboration features into their solutions easily and cost effectively. Precise color collaboration is a vital requirement if such solutions are to achieve their over-riding goal of cutting lead times.

“eWarna’s entry into on-demand era is a very important development for such industries. It demonstrates our commitment to provide leading edge technologies to our customers of all sizes. By leveraging on IBM’s strength and its worldwide presence, we are looking forward to expanding the use of our color management solutions across apparel and other industry supply chains,” said Shiew Man Hon, Chief Operating Officer of eWarna.

“Our new applications will now sit on WebSphere which is known for its openness and flexibility in building dynamic, next-generation e-business applications and eWarna’s *Color On-Demand* solution certainly falls into this category,” he added. “In short, IBM’s expertise in delivering “value-add” business processes and eWarna’s “narrow and deep” experience in providing proven color management software services ensure that customers will benefit from a powerful solution that promises to further improve productivity.”

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“What's more, the eWarna Color On-Demand solution was developed entirely on the Linux operating platform, even the development work is fully on Linux,” added Shiew.

“That's one of the basis of our working relationship with IBM -- we are heartened by their stance on open source software and their commitment to provide customers freedom of choice, freedom to innovate and universal connectivity which all come together for customers to get optimum benefits from their IT investments.”

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### **About PartnerWorld for Developers**

PartnerWorld for Developers is the developer resource for IBM Business Partners. It is a worldwide program designed to help software developers reach broader markets by marketing their products faster and lowering their costs of doing business. For more information, visit hyperlink <http://www.ibm.com/partnerworld>

### **About IBM WebSphere**

WebSphere is a universal Internet software platform for e-business on-demand. Its customizable family of products provides the industry's most scalable e-business software foundation and application services, and delivers a flexible and open platform on which to build next-generation e-business applications. Information about WebSphere is available at [www.ibm.com/websphere/](http://www.ibm.com/websphere/)

### **About eWarna**

eWarna is the leading developer of online color collaboration solutions for apparel and color critical industries with offices in United States, United Kingdom, Hong Kong, Shanghai, India, Sri Lanka and Malaysia. 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 Kids “R” Us, Isaco International and Li & Fung. More information on eWarna and its products can be found at [www.ewarna.com](http://www.ewarna.com).

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