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eWarna Launches Web-Based Solution for Color Quality Control

Web-based Software to Increase Efficiency and Effectiveness of Color Approval Process

MALACCA, Malaysia – January 15, 2003 – eWarna, a leading provider of color management solutions, today unveiled a web-based software for managing the color submission and quality control process for companies with critical color needs.

A breakthrough application, XMatch, allows retailers to communicate real-time color QC decisions with vendors globally. XMatch delivers a flexible data model, powerful integration capabilities and built-in industry templates. Retailers can review lab dips digitally until an acceptable match is achieved, before asking for physical swatches. The result is a significant gain in lead time within the color approval process.

In addition, XMatch is the only web-based software of its kind to provide retailers with full visibility of their entire color supply chain. The application maintains an archived history of QC decisions from which retailers can run real-time, global reports on lead time, length of color approval process and quality of submissions. By providing retailers with a comprehensive view of vendor performance, XMatch enables them to leverage vendor relationships based on reliability, responsiveness and quality.

“Everyone agrees that the color approval process shows big potential for lead time reductions, but achieving them requires systems that manage the whole process, not just the color technology,” said Richard Lawn, Chief Executive Officer of eWarna. “Of course, the usual tools such as color difference and shade search are needed, but the key benefit of basing the whole process on a web server is the transparency of requirements, results and reports throughout the whole complex color supply chain. The only way to cut lead times is for everyone to be able to see what they are to start with.”

“The launch of XMatch demonstrates our commitment to delivering flexible, user-friendly solutions for anyone involved in the color approval process. Although the XMatch launched today is a standardised product, we are already building very cost-effective customized solutions for major retailers using the same technology.”

eWarna is currently offering a free trial for XMatch at the following web address: <http://xmatch.ewarna.com/>.

About eWarna

eWarna's Internet based colorimetric engine allows industries such as textiles, apparel, dyestuffs, paints, inks and plastics to accurately communicate 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 clients include some of the largest textile and apparel companies in the world operating in Asia. eWarna's products swept both the "Best of Software Applications" and "Prime Minister's Best of the Best" awards at the prestigious Multimedia Super Corridor Asia Pacific ICT Awards (MSC-APICTA) in April 2002. 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, Indonesia, Thailand, India, Sri Lanka, the US and the UK, and representation in China, Australia, the Middle East and Eastern Europe. More information on eWarna and its products can be found at www.ewarna.com.

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