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FOR IMMEDIATE RELEASE

The BabelColor Company launches its new color comparator and translator software, BabelColor.

MONTREAL, Quebec, Canada – November 3, 2003 – The BabelColor™ Company launched today its eponym software “BabelColor”, a color comparator and translator designed for the Windows’ platform. BabelColor simultaneously displays color data and color patches from two RGB (Red-Green-Blue) spaces selected from thirteen industry standard spaces.

With its multiple data input modes, RGB and L*a*b* being two of them, and data output modes, HSB and Hex# being two of them, BabelColor provides a link between the color languages of the colorimetric trade and those of the video and computer graphics trade.

With BabelColor, one can easily translate a color back and forth between the Apple RGB and sRGB spaces, two of the thirteen spaces, and immediately see if there is clipping and, if yes, get a color difference value using one of many color difference formulas.

BabelColor is a tool for color-critical work. Targeted users are graphic and web designers, product designers, colorimetry specialists, and anyone interested in translating colorimetric data between various RGB spaces or different illuminants. It is also a tool for anyone learning the basics of RGB color representations.

Pricing & Availability

A free, fully functional, 14 days trial copy of BabelColor can be downloaded now at www.BabelColor.com. BabelColor is compatible with most Windows versions, from Windows 98 to Windows XP. The single copy price of BabelColor is 65.00 US\$. It can be purchased online from BabelColor’s Web site.

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NOTE TO EDITORS: For additional information, visit the BabelColor Web site at www.BabelColor.com .

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