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FOR IMMEDIATE RELEASE

The BabelColor Company launches the Mac version of its color comparator and translator software, BabelColor.

MONTREAL, Quebec, Canada – March 15, 2004 – The BabelColor™ Company launched today the first Mac version of “BabelColor”, a color comparator and translator formerly available only for the Windows’ platform. BabelColor for Mac is available in two distinct packages, one optimized for Mac OS 8-9 (Mac Classic), and the other optimized for Mac OS X.

BabelColor simultaneously displays color data and color patches from two RGB (Red-Green-Blue) spaces selected from thirteen pre-defined industry standard spaces, such as Apple RGB and sRGB. With BabelColor, one can easily translate color coordinates back and forth between any of the RGB spaces. You can immediately see if there is clipping, and get a color difference value using one of many color difference formulas.

With its multiple input and output modes, BabelColor provides a link between the color languages of the colorimetric trade (xyY, L*a*b*, etc.) and those of the video and computer graphics trade (RGB, Hex#, etc.).

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

BabelColor for Mac can be downloaded now at www.BabelColor.com. The Mac version can be used indefinitely in trial mode, with some features blocked. A free, fully functional, 14 days trial copy of BabelColor for Windows is also available. The single copy price of BabelColor is 65.00 US\$. BabelColor for Mac and Windows 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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