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Press Release

IMAGENOMIC ANNOUNCES RELEASE OF FOURTH GENERATION NOISEWARE[™] NOISE REMOVAL PRODUCTS

*“Breakview” NoiseWare 4 Sets New Gold Standard for Speed,
Quality, Workflow and Ease-of-Use*

*Joins Athentech Technologies’ Perfectly Clear[®] Portfolio in
Providing World-Class Image Correction Solutions*

Orlando, FL, February 24, 2006 – Booth #1653 / Technology Suite X4 – Imagenomic, an independent software vendor specializing in digital imagery enhancement solutions, has announced the release of NoiseWare 4, the latest generation of its highly acclaimed, award winning noise correction technology, here at the Photo Marketing Association’s annual trade show and convention.

NoiseWare 4 features a range of high performance and unique feature enhancements, including Unmatched Processing Speed, Intuitive and Intelligent Workflow, and new, Powerful Noise Suppression Controls.

Unmatched Processing Speed: Bolstering its dominant, 2 – 3x faster noise-filtering speed tradition, NoiseWare 4 accelerates precision noise correction by an additional 25% to a best-of-class average of 1 megapixel per second for 16-bit images. NoiseWare 4 also includes support for dual core processors, effectively doubling the single core processing speed.

Intuitive and Intelligent Workflow: NoiseWare 4 further streamlines sophisticated image post-processing workflows with smart, “click-less” technology. NoiseWare’s Intelliprofile[™] algorithm, with its self-learning mechanism, automatically calibrates a precision noise profile and chooses the optimal noise removal settings for each processed image. No need for pre-defined, camera-specific noise profiles to achieve optimal results. For power users, the full array of NoiseWare controls and regional sampling methods are still available.

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Powerful, New Noise Suppression Controls: Noiseware 4 includes an array of new noise correction controls to enable a wide range of fine tuning and superior output quality. Detected noise levels, as well as noise suppression levels, can now be adjusted by tonal and color ranges. And Noiseware 4's new DetailGuard™ provides unsurpassed image detail preservation based on tonality range and processing degree, safeguarding picture details from excessive alteration.

“Imagenomic’s full product line has been upgraded with the patent-pending Noiseware 4 core technology,” said David McDonell, CEO of Imagenomic, LLC. “This will automatically extend the product suite to a new level of enhanced third-party product compatibility and interoperability,” McDonell added.

Additional product compatibility and interoperability include:

- Noiseware Professional Plug-in Editions (Mac and Windows) for Adobe Photoshop 7.0, CS and CS2; Adobe Photoshop Elements 2.0, 3.0 and 4.0; Corel Paint Shop Pro 9 and X; Corel Draw 10, 11 and 12; Microsoft Digital Image Suite 2006; Ulead PhotoImpact XL, 10 and 11.
- Noiseware Mobile Edition for delivering onboard, Digital SLR Camera (DSC) picture quality, image file compression and bandwidth utilization benefits to Series 60 camera phone, smart phone and MMS device users.
- Noiseware’s Software Development Kit (SDK) for software and hardware embedded implementations, such as image correction applications, image processing service environments, and vertical industry applications such as medical imaging and forensics.

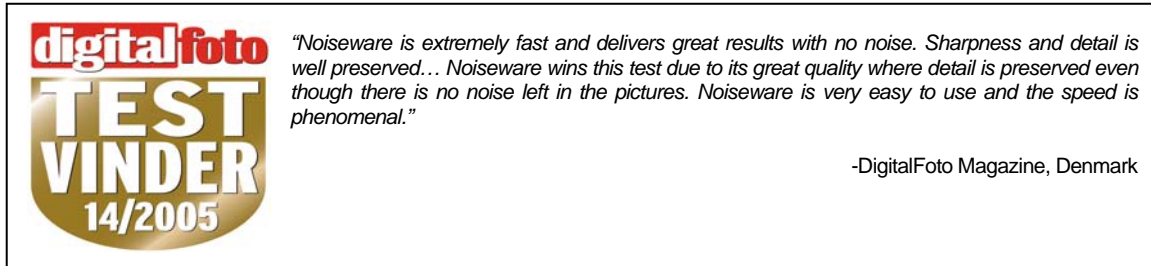
As a testimony to Noiseware’s superior performance and visual results, Athentech Technologies is incorporating Noiseware 4 into its new Perfectly Clear® desktop software and existing OEM image correction solutions.

“We diligently assessed the current state-of-art in noise correction techniques for our award winning image correction technology suite and at the end of the day, Noiseware proved to be the best choice for us” said Brad Malcolm, President of Athentech Technologies. “We look forward to working with Imagenomic’s team to deliver both visually and commercially compelling software tools that restore Real Color fidelity to the photographer’s pictures.”

Added Imagenomic’s David McDonell: “We are honored and pleased by Athentech’s decision to incorporate Noiseware into the Perfectly Clear suite. We strongly believe that Noiseware represents the new gold standard for the relatively complex process of noise detection and its precise elimination. That we have been able to develop and continually optimize a technique that delivers superior image quality which is both easy to use, and extremely fast, is testimony to Imagenomic’s world-class innovation and software engineering capabilities. We sincerely appreciate our partner’s recognition of our value proposition to the industry.”

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Underscoring the early market reception to the Noiseware 4 Plug-in Edition, DigitalFoto magazine, one of the most influential photography magazines in Scandinavia, recently awarded Noiseware 4 as the top contender in special purpose noise correction tools.



About Imagenomic, LLC

Imagenomic, LLC is a privately held, independent software vendor specializing in digital imagery enhancement solutions. Using our proprietary, patent-pending Noiseware™ algorithms, we are focused on creating high-performance software tools for noise and artifact removal, sharpening and other image correction processes. Our award-winning products have been acclaimed by our global customer community and industry peers for their superior processing speed, picture quality and overall ease-of-use. For additional information, please visit us at PMA Booth 1653, PMA Technology Suite X4, and on the web at <http://www.imagenomic.com>

About Athentech Technologies, Inc.

Athentech licenses its leading edge patented sciences in the areas of medical imaging, photography, and earth sciences. In photography, the single largest challenge is lighting. Perfectly Clear was invented to automatically, quickly, and accurately correct underexposed and washed-out images while providing optimal clarity and depth. Unlike traditional "solutions" that are time consuming and alter the colors in the image, Perfectly Clear for Photography, in less than one second, optimizes the lighting in each and every pixel while always maintaining true color with zero clipping and no artifacts. Perfectly Clear for Photography won the 2005 DIMA award for Innovative Digital Product of the Year. For more information, please visit us at PMA Booth 1653, PMA Technology Suite X4, and on the web at www.athentech.com



About DigitalFoto

DigitalFoto (Bonnier Publications A/S) is Scandinavia's largest magazine regarding digital photography with over 300.000 readers every three weeks in Denmark, Finland, Norway and Sweden. For more information, visit www.magasinet-digitalfoto.dk

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