

Konica Minolta Sensing Americas Partners With Nexirius GmbH As The Premier Distributor For COLIBRI® Color Matching Software

RAMSEY, NJ, January 19, 2010

Konica Minolta Sensing Americas, Inc. (KMSA), the worldwide leader in the industrial measurement of color, light and shape, announces its strategic partnership with Nexirius GmbH as the premier distributor and support provider in North and South America for its COLIBRI® color matching software.

COLIBRI® is designed for easy, efficient recipe formulation and correction of opaque, translucent and transparent colors. It provides a choice of recipes in seconds even for dark or saturated colors. In addition to calculating an extremely accurate match for color, the software also optimizes the pigment load, preventing over pigmentation in opaque paints and plastics. The unique template function of COLIBRI® allows the user to predefine the software features and screen layout exactly to their needs and applications guaranteeing seamless and fast handling. All functions which are not required are suppressed making the software suit the user's workflow while greatly simplifying operations. COLIBRI® has full enterprise network capability connecting an unlimited number of user's world wide via the web to share a central database. With advanced user management, security access rights and easy integration into Enterprise Resource Planning (ERP) tools, COLIBRI® is secure and compliant with IT infrastructure requirements. Additionally COLIBRI® is modular build software that allows customized configurations to meet the individual needs of each customer.

“Our partnership with Nexirius further expands on the success of Konica Minolta Sensing's European and Asian business units in offering a complete and total turn key color matching and formulation solution. We now have an established global network for sales, support and service for the COLIBRI® software”, said Lou Carulli, Advertising and Public Relations for Konica Minolta Sensing Americas.

KMSA brings their experience and applications knowledge to help customers determine which spectrophotometer and software modules are required to fit their application. “Color matching and formulation is unique for each customer and no two are alike. Through our presales consultation, Konica's application engineers assess the requirements and details for proper configuration and installation of an entire solution.” said Randy Klimek, Product Planning Manager for Konica Minolta Sensing Americas.

“COLIBRI® software supports KMSA's full line of bench top and portable handheld spectrophotometers, including the recently launched CM-5, our next generation color measurement instrument. Demand, as well as preorders for the CM-5 have be very strong for us due to the economic rebound we are experiencing in the manufacturing sector.” added Randy Klimek.

“Over the last quarter we have seen conditions improve. Manufacturers are back to producing goods and adding production lines. We are closely monitoring our core market segments to rapidly respond to the improving conditions.” stated Lou Carulli.

Information on COLIBRI® software can be found on Konica's website at <http://www.konicaminolta.com/sensingusa/products/software/color/colibri/index.html>

Konica Minolta Sensing Americas, Inc. (KMSA), a wholly owned subsidiary of Konica Minolta Holdings USA, Inc., is the global leader in the industrial measurement of color, light and shape. The company developed and introduced the first portable spectrophotometers and colorimeters, adding new dimensions of convenience and functionality. Its innovative products dramatically changed the way color, light and shape dimension is measured. Products include colorimeters and spectrophotometers for color measurement, spectroradiometers and lux meters for light measurement, and 3D non-contact digitizers for shape measurement. Thousands of companies from food, plastics, paints and coatings, automotive and aerospace to cosmetics companies, entrust their products quality to Konica Minolta instruments.

Nexirius GmbH is a Swiss Software Company based in Basel with 20 years experience in software development. The company develops software solutions and customized products using state-of-the-art technology. By constantly analyzing and evaluating these new technologies the products developed remain in step with market requirements. In 2009 Nexirius acquired the exclusive rights to continue developing the COLIBRI® software following the spin-off from Ciba. COLIBRI® is an innovative color matching, quality control and color communication system for the plastics, inks, paints and coatings industries.

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