



News Release

For Immediate Release

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MacDermid ColorSpan Wins DIMA Digital Printer Shoot-Out DisplayMaker 72s “Gator” Wins Two Awards

Las Vegas, NV - MacDermid ColorSpan today announced that it won DIMA Printer Shootout awards at the PMA 2004 Convention and Trade Show in Las Vegas, NV. Winning in two categories, ColorSpan received awards for the DisplayMaker® 72s “Gator” solvent inkjet printer in the “over 72-inch wide” category and in the “Creative Application – Textiles” category.

“We are absolutely honored to win these two DIMA awards,” said Bruce Butler, director of marketing. “The DisplayMaker 72s Gator is designed for production-oriented print providers with its superior speed, reliability and production cost, and as this award demonstrates, unparalleled image quality and color accuracy.”

DIMA (Digital Imaging Marketing Association) conducted its ninth annual Shootout for wide-format digital color printing in conjunction with the Photo Marketing Association (PMA) conference in Las Vegas. Participants were given an unalterable image file and target reference print provided by DIMA. Participants were asked to provide specification information pertaining to the equipment used (printer, RIP and color management); the consumables used (output media and ink); and the production timing. A panel of expert judges voted on the unidentified entries, based on the overall quality of the digital print and the accuracy of the color as compared to the target print. The panel of judges included some of the most well respected names in the industry, including Roy Bohnen, Brian Mundy and Eddie Tapp.

Specific categories and winning products are:

Inkjet Category –72" wide and over

MacDermid ColorSpan DisplayMaker 72s

MacDermid ColorSpan ColorMark Professional Software RIP

MacDermid ColorSpan SolaChrome HR solvent pigmented inks

MacDermid ColorSpan Scrim Banner Vinyl



Creative Application Category – Textile

MacDermid ColorSpan DisplayMaker 72s

MacDermid ColorSpan ColorMark Professional 2.4G Hardware RIP

MacDermid ColorSpan SolaChrome HR solvent pigmented inks

3-P Inkjet Textile's TruColor Heavy Banner flame-retardant polyester banner fabric

This year's award represents MacDermid ColorSpan's 8th year of winning a DIMA Shoot-Out Award in the nine years that PMA / DIMA has been putting on the contest.

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About MacDermid ColorSpan, Inc.

MacDermid ColorSpan, the recognized creator of the Big Color[®] graphics market, designs, manufactures and markets large-format digital color printing systems, supplies, software and services. The Company's line of wide-format digital color printers includes the fastest, highest-quality printers available on the market today. ColorSpan distinguishes its products through patented Big Ink[®] Delivery System and ColorMark[®] 8- and 12-color printer designs, and an Automated Eye for easy setup, calibration and unattended printing. ColorSpan products are available through a worldwide network of value-added distributors and resellers.

The telephone numbers for publication are (800) 477-7714 and (952) 944-9330; the fax number is (952) 944-0522. ColorSpan's web site is www.colors span.com.