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Kirtas Technologies Announces Strategic Partnership with ColorCentric Corporation

February 1, 2006, XPLORE Document Conference, Miami Beach, FL – Kirtas Technologies continues its revolutionary approach to digitization, announcing a new strategic marketing partner at the XPLORE Document Conference in Miami Beach, FL, February 1-5, 2006. Kirtas, a leading provider of digital scanning solutions, will partner with ColorCentric Corporation to enable publishers to digitize out of print and back listed books, making them easily available to the public.

Under terms of the agreement, ColorCentric will use the state-of-the-art Xerox iGen Digital Production Presses to provide automated web-to-print digital printing services for Kirtas customers. Customers send Kirtas books for quality scanning and image enhancing, and the files are then available on an easy-to-use website. Customers order the digitized files as full color or black and white books. The files will be available on-demand and shipped directly from ColorCentric to the customer when the order is complete.

“This partnership is a huge step forward in the industry- it marks the beginning of a whole new era in digital publishing,” said Kirtas Founder and CEO Lofti Belkhir. “Our partnership with ColorCentric will allow us to take customers’ digital material and reprint rare or hard to find books on demand. It is a groundbreaking way to help customers convert text to digital format easily and cost-effectively.”

“We are pleased to partner with Kirtas Technologies, a company that is at the forefront of the digital book scanning industry, to bring customers their digital books on demand,” said John M. Lacagnina, Founder; President & CEO of ColorCentric Corporation. “We use Xerox iGen Digital Production Presses with inline binding for outstanding quality so printing a single book is as easy and cost effective as printing thousands of books.”

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The partnership with ColorCentric is in response to the requirements of the publishing industry to provide an end-to-end solution to digitize and print books on demand with quality equal to or better than offset printing. Publishers will be able to take out of print books, creating a convenient digital repository rather than store books in a warehouse.

Kirtas automatic book scanning technology quickly captures information from texts without the need for unbinding, trimming, labeling, and rebinding books. It is the only automatic non-destructive digitization process that uses high resolution cameras resulting in superior print on demand quality. Kirtas editing software packages, BookScan Editor™ and BookScan Editor Pro™, have advanced image enhancement - many times the copy is better than the original.

About Kirtas Technologies

Kirtas Technologies was founded in 2001, with the vision of bringing to the digital realm the massive knowledge sitting on library shelves, government archives and corporate storerooms. Today, their revolutionary technology redefines digitization of all bound documents, delivering gentler handling and higher image quality faster, with fewer errors and at a lower cost than any other solution in the marketplace. For more information, visit their website at www.kirtastech.com.

About ColorCentric

Founded in 2003, and headquartered in Rochester, NY, ColorCentric provides automated web-to-print digital printing services to companies who rely on our knowledge and expertise to help create a solution that is predicated upon automation and on-demand production, using state-of-the-art printing and binding technologies. For more information, visit their website at www.colorcentriccorp.com.

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