



## Media Information

### Datacolor signs agreement to acquire Media Logic

**Datacolor AG today announced the acquisition of Media Logic SNC, a leading software provider for the Italian and European retail paint market including its distribution company. The privately held company is headquartered in Reggio Emilia, Italy and provides customized software solutions focused on the industrial paint market. All 7 Media Logic employees, as well as the founder Corrado Iotti, are joining the Datacolor team.**

Media Logic's software Ymity manages the entire process of color communication for tinting systems, from measuring to mixing color at points of sale in the retail market and at laboratories. The unique and user-friendly software offers efficient management of multiple dispensers and seamless data exchange between the paint manufacturer and paint dealers, assuring the right paint color.

In addition, Media Logic provides PaintLook® Touch, an innovative smartphone and tablet application that enables users to simulate color choices for their home in 3 D. PaintLook® Touch is an easy to use solution to instantly view, experiment and choose color using your own images.

The acquisition is a good fit with Datacolor's strategic focus to strengthen its presence in the paint market. After successfully integrating the Media Logic software solutions, Datacolor's customers will benefit from increased process efficiency using just one innovative color tool to manage all tinting systems.

"We are excited to welcome the Media Logic team to Datacolor. The acquisition will expand Datacolor's product range for our retail paint customers and strengthens our position in the Italian market. Over the years, Media Logic has developed a strong reputation, delivering easy-to-use and customized software solutions to a wide range of Italian and European paint brands," said Albert Busch, CEO and President of Datacolor.

Corrado Iotti, founder of Media Logic, continues: "We are very proud to become part of Datacolor. It is a great opportunity for personal and professional growth for all of us at Media Logic. Being part of this global leader in color management will enable us to work as a highly effective team, providing our customers fully integrated paint management solutions with the goal to further strengthen our Italian leadership and to expand in the international market. All this is really exciting for us."

Lucerne, June 24, 2014

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#### For further information

T +41 44 488 40 19  
www.datacolor.com

Datacolor AG, Investor Relations, Gisela Heel  
Waldstaetterstrasse 12, POB 2541, CH-6002 Lucerne

#### Agenda

October 29, 2014  
November 14, 2014  
December 12, 2014

Publication Annual Result 2013/14  
Publication Annual Report 2013/14  
Annual General Meeting of Shareholders

**About Datacolor**

Datacolor, a global leader in color management solutions, provides software, instruments and services to assure accurate color of materials, products and images. The world's leading brands, manufacturers and creative professionals have used Datacolor's innovative solutions to consistently achieve the right color for more than 40 years.

The company provides sales, service and support in over 65 countries throughout Europe, the Americas and Asia. Industries served include textile and apparel, paint and coatings, automotive, plastics, photography and videography. For more information, visit [www.datacolor.com](http://www.datacolor.com).

**About Media Logic**

Media Logic, a leading software company founded in 1994, creates and develops multimedia, technical and web applications for industrial customers of paints and decorative products for building and industry, ceramic (production and sales of tiled floors and coverings), fabrics and awnings, wallpaper and borders and furnishing accessories. Media Logic is located in Reggio Emilia, Italy.