



**BARBIERI**  
electronic  
*When Color Quality counts*

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## Press Release

### Photokina 2006, a review of BARBIERI electronics' point of view

**This years' Photokina was a big success for BARBIERI electronic. Even if the traditional photographic market is becoming smaller and more difficult the digital imaging market is in an immensely growing stage. BARBIERI electronics' color management solutions had an impressive success. Thank to this, the Photokina 2006 was one of the most successful Photokina editions for BARBIERI electronic.**



This year BARBIERI electronic participated for the 10<sup>th</sup> time to Photokina. In occasion of this anniversary the Photokina association handed over to Stefan Barbieri, general manager of the Company, and to his wife Tuula Laine-Barbieri a certificate and an obelisk.

Besides this, the show confirmed that BARBIERI electronic is following the right direction with their solutions for Color Management. Many actual customers having bought our products came to our booth to show some of their printing results and to express their satisfaction with the product. Quite impressing was the interest of potential customers in our solutions. However, the absolute highlight was – not surprisingly – the already very successful Spectro LFP.

The announcement of the new spectrophotometer Spectro Swing together with a totally new software package gained an amazing response. The novelty is the new unit by itself but especially the combination with our new software. Thanks to the "No Button Operation" the Spectro Swing will be the easiest way to linearize and profile digital output devices for top color quality. The operator has only to insert the printed target and the computer creates automatically the profile and saves it in the apposite folder. Thanks to this "Easy-Operation-Mode" no knowledge about measuring devices, parameters, rendering intents, and so on is needed. This allows the "unskilled operators" to loose their fear to fail or to do mistakes in applying color management. Many end-users but also several OEM customers have announced their interest in this solution.



This Photokina was also dedicated to find new distributors for countries where we didn't have any. This goal was reached to 100%, as we established distribution partnerships with well-known companies with excellent reputation in various countries. Within the next weeks we will post these new distributors on our website.

This Photokina once more confirmed that BARBIERI electronic is in a phase of growth, follows the right path and has a good reputation on the market. Therefore, the Photokina 2006 was one of the best shows ever for BARBIERI electronic.

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**Wolfgang Passler**

(Marketing Manager)