

## **GLOBALedit Integrates JPEGmini Media Optimization Technology**

*Now with GLOBALedit, creative and marketing teams can share and collaborate on high quality images at unprecedented speeds*

**New York, NY & Tel-Aviv, Israel – January 14, 2013 – Industrial Color, Inc.**

[\(http://industrialcolor.com/\)](http://industrialcolor.com/), a family of vertically-integrated software, creative production and post-production companies and ICVT Ltd., developer of media optimization technologies, today announced that ICVT's JPEGmini (<http://www.jpegmini.com/>) technology will be incorporated into GLOBALedit (<https://www.globaledit.com/>), Industrial Color's leading online photo and video platform for collaboration and distribution. With JPEGmini integrated into the GLOBALedit platform, customers in the marketing, advertising, retail, media and production industries will be able to view images of the highest quality and share them at speeds up to *five times* faster than previously possible.

GLOBALedit provides creative teams with the ability to move even the highest quality photos -- from capture, to the cloud -- for review, approval and distribution, supporting complex creative processes, tight schedules and geographically distributed teams. With JPEGmini technology integrated into GLOBALedit, photographic images, visually identical to the originals, are delivered at speeds never before possible while the image file size is significantly reduced. Plus GLOBALedit users will be able to work even faster anywhere around the globe on the web, iPad and touch-enabled devices such as GLOBALedit LightTable™ (<https://globaledit.com/productsuite/lighttable.aspx>).

Content creators and marketing organizations today need to be more agile and efficient than ever in their creative production processes to deliver high-quality content to market faster. JPEGmini adds to the GLOBALedit user experience in ways that help creative teams streamline the selection and approval process by saving time through improved image downloading and browsing speeds.

“The team at GLOBALedit is committed to providing our customers -- some of the most discerning in the industry -- with innovations that help improve their creative process and time to market. Today we’re pleased to formalize a partnership with JPEGmini and ICVT to continue to empower customers, including Victoria’s Secret, Warner Bros. Studios, Showtime, New York & Company, HBO, AMC and Turner Broadcasting, with the leading tools on the market,” states Albert Song, vice president of product and technology for Industrial Color Software. “The most exciting aspect of the integration is that our customers will have a better, faster user experience across the board with higher resolution images -- at smaller file sizes -- and no loss in quality.”

“We share Industrial Color’s commitment to continually improving the quality, speed and user experience of photo sharing,” said Eli Lubitch, president at ICVT. “We are pleased to have the opportunity to further enhance GLOBALedit’s already robust workflow solution, which is relied on by many of the world’s leading fashion, retail and entertainment brands.”

With 28 patents pending, the highly acclaimed JPEGmini media optimization technology, developed by a team of world-class image scientists, is currently used to power some of the world’s leading publishers, social networks and e-commerce companies. The ICVT suite of photo optimization products also includes JPEGmini and JPEGmini lite for Mac, and beamr™ for iPhone, a recently introduced free app that for the first time ever allows sharing of a virtually limitless number of full-resolution, original quality iPhone photos.

Incorporating technology like JPEGmini into GLOBALedit ensures the long-term growth and success of both the platform and its customers. Set to launch during the first quarter of 2013, GLOBALedit customers will automatically experience the improved image browsing speeds as a result of the JPEGmini integration.



Stay tuned for additional announcements and events regarding the GLOBALedit and JPEGmini partnership. If you are interested in receiving immediate information, please contact: Lindsay Rapoport ([lrapoort@globaledit.com](mailto:lrapoort@globaledit.com)), director of marketing for Industrial Color Software.

**About GLOBALedit, Industrial Color Software:**

GLOBALedit is the leading online photo and video platform that gives content creators and marketing organizations the ability to move easily from capture to distribution faster, more efficiently and in a highly collaborative way. GLOBALedit helps you save costs and time, whether your needs are local or with teams around the world. That's why many of the world's leading creative brands use GLOBALedit.

Originating in 1991, Industrial Color is a family of vertically integrated creative production companies that provide high-end production, post-production, SaaS workflow solutions and related services. The brands operate independently and together to provide solutions for photography, advertising, retail, media and production industries. Some clients include Victoria's Secret, Warner Brother Studios, Showtime, New York & Company, HBO, AMC and Turner Broadcasting.

**About ICVT and JPEGmini:**

Headquartered in Tel Aviv, ICVT is an innovative private company comprised of the world's leading imaging scientists, veterans of the Israeli technology industry who are also successful entrepreneurs. The company is focused on improving the quality, speed and user experience of photo and video sharing.

The ICVT suite of photo optimization apps for Mac, including JPEGmini and JPEGmini Lite, is joined by beamr™ for iPhone, a recently introduced and highly acclaimed free app that for the first time ever allows sharing of a virtually limitless number of full-resolution, original quality iPhone photos at lightning-fast speed via email, Facebook and Twitter. With just a few taps beamr enables the creation of personal, online, glossy-style photo magazines with dozens and dozens of downloadable images of any size, including large panoramic photos. Beamr is available for download at the Apple App Store and <http://beamr.com/getapp>.

For more information and a live demo of JPEGmini, visit [www.jpegmini.com](http://www.jpegmini.com).

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