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INTELICOAT TECHNOLOGIES ADDS PHOTOREALISTIC MEDIA TO THE MAGIC® LINE FOR SOLVENT INK JET PRINTERS

New Photobase Product a Winner at 2004 DIMA Printer Shoot-out

South Hadley, Mass. -- InteliCoat Technologies, a world leader in the manufacture of coated paper, film and specialty substrates for imaging and electronic technologies, announced a new Magic® product for solvent ink jet printers. Magic GFPHOTO is the long-awaited introduction of a 6-mil glossy photorealistic paper ideal for high-resolution gloss posters and displays. GFPHOTO is compatible with the latest generation of solvent ink jet printers manufactured by Raster Arizona, Mimaki, Mutoh and DGI.

GFPHOTO is one of the first solvent ink jet glossy photobase products available on the market. Its specialized coating offers a high degree of whiteness and color gamut with an extremely smooth surface for high photographic resolution.

Magic GFPHOTO helped Mutoh win first place in the 50" to 72" solvent ink jet category at the DIMA (Digital Imaging Marketing Association) Digital Printer Shoot-out at the 2004 PMA Trade Show. Mutoh's award-winning image was printed on GFPHOTO.

"We developed this product in response to the growing need for more variety of solvent ink jet media options," said InteliCoat Product Manager Ed McCarron. "We are pleased to be one of the first to market with a solvent ink jet glossy photorealistic paper, and

believe that this is the type of solution that print providers have been looking for to help them grow their businesses.”

To optimize the output on GFPHOTO media, IntelliCoat can assist printers in developing ICC color profiles for selected RIP, ink and printer combinations at www.magicinkjet.com.

Magic GFPHOTO is available in the following sizes and trade prices:

Magic GFPHOTO/SIJ		
Size	Part Number	Trade Price*
36" X 20'	64971	\$9.23
36" X 100'	64972	\$92.30
50" X 100'	64973	\$108.00
36" X 30'	64974	\$13.84
36" X 125'	64975	\$115.37
50" X 125'	64976	\$161.46
36" X 20'	64977	\$9.23
36" X 100'	64978	\$92.30
50" X 100'	64979	\$108.00

* For actual prices, call an authorized Magic reseller

For more information about Magic GFPHOTO, or other Magic brand media, call 800-628-8604 or visit the Web site at www.magicinkjet.com, where free sample rolls may be requested.

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The Magic and Azon brands consist of an array of digital imaging media products manufactured and marketed globally by IntelliCoat Technologies, a world leader in the manufacture of coated paper, film and specialty substrates for imaging and electronic technologies. The company's products include: imaging substrates for graphics, desktop, proofing, design engineering applications and information storage; electronic films for applications in printed wiring boards, flexible circuits; optical films for displays; high temperature, conductive and shielding tapes; conductive films; and microfilm. IntelliCoat operates four manufacturing facilities in the United States and Europe with sales and marketing operations in Australia, the Netherlands, the United Kingdom, North and South America. Worldwide headquarters is in South Hadley, Massachusetts, USA. IntelliCoat is a Sun Capital Partner company.