



1CT invests in Caramba Imaging ApS

Copenhagen March 4th 2009

Caramba imaging has developed unique software for automatic image enhancement that greatly reduces the image manipulation costs at publishers, news papers and other companies working professionally with images.

Olaf Grønvaldt (former CEO and co-founder of Speakernet) has joined the company as **new CEO** and Jonas Pilgaard, partner in 1CT, will join the board as Chairman. Caramba Imaging is relocating to 1CT's offices in Copenhagen to fully leverage the synergy with 1CT and its vast network.

The **market** for automatic image enhancement is expected to grow dramatically. Currently app. 90% of all images are manipulated by hand - graphic designers using Photoshop and other image manipulation programs. Caramba enhances the images according to customized standards using unique patent pending algorithms. Caramba automatically corrects and improve images on a wide range of parameters, including selective color, selective sharpening and gamma. This saves at least 80% of the cost compared to manual editing. Key target markets are large publishers as well as in-house marketing departments in large organizations.

The **benefit for customers** is automated, consistent image correction and significant cost reduction. The Danish publisher Aller Press A/S documented ROI of less than 1 month on their investment in Caramba software. Other Caramba customers are experiencing similarly impressive return on investment.

Competitive solutions do exist, but none of them can match Caramba's level of efficiency and accuracy. Comparative evaluations show that customers consistently reach 85% success rate with Caramba processed images compared to 40% for other solutions.

Caramba's founder, Henrik Paltoft has a strong background in the industry, and brings 15 years expertise to Caramba. Together with his partner, Kaspar Larsen, he is confident that their partnership with 1CT will ensure Caramba's future success.

"After the first meeting in Copenhagen I was hoping we could make a deal. We were in great need of immediate sales assistance and our business model needed some adjustments from experienced people. We feel sure that 1CT can help us succeed internationally as well as secure us a great exit", commented Paltoft.

To learn more about Caramba Imaging please visit this website: www.carambaimaging.com

Original photo:



Same photo after Caramba:



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