



EYEQ ACQUIRES ATHENTECH -- MAKER OF PERFECTLY CLEAR, THE MOST TRUSTED AUTOMATIC IMAGE CORRECTION TECHNOLOGY

Acquisition Maintains Athentech's Category-Leading Solutions while Better Positioning the Company to Take on the Future of Photography

Calgary, AB Canada - April 2, 2019 -- EyeQ Inc. a Canadian imaging company with financial venture backing, today announced its acquisition of Athentech Imaging Inc., the world's leading photo correction solution company. The company will maintain all of Athentech's current business and continue to offer its signature Perfectly Clear® technology, products and services while bolstering investment in new technology such as artificial intelligence and in innovative workflow solutions. Athentech's multi-patented solutions have consistently been the secret weapon of millions of photographers and consumers worldwide as well as major printers and print services around the world, automatically correcting 11 billion photos each year.

“Athentech was built by a team of leading scientists, physicists, and photographers on a mission to make every photo as brilliant, vibrant, and clear as possible, just like our human eye captured, all while maintaining color integrity. Our acquisition is an exciting inflection point that adds more financial muscle and expertise to allow us to upscale this 15-year mission and reach more companies worldwide,” said Brad Malcolm, President and CEO, EyeQ.

The EyeQ team is comprised of the category's most recognized color scientists, physicists, and engineers, and is now joined by imaging industry veteran Eran Steinberg as chairman of the board:

- **Brad Malcolm**, CEO and President - seasoned Athentech business executive
- **Jeff Stephens**, chief technology officer - over 15 years of engineering leadership experience in digital imaging and previously president of Bibble Labs
- **Ziv Gillat**, chief revenue officer - imaging expert of more than 15 years and co-founder of Eyefi, which he helped scale across nearly 50 countries
- **Eran Steinberg**, chairman of the board - image scientist, founder and orchestrator of several exits of imaging companies (including FotoNation) and inventor with more than 300 granted patents

EyeQ Debuts Cloud-based API to Make Photo Perfection Available to All

As the first in a series of innovations under the EyeQ umbrella, the company also announced a new Web API, available now to offer a more accessible cloud-based entry point to the same patented technology available in the company's latest SDK -- all in a matter of minutes, without any integration required. The solution takes original JPG files and returns a corrected image immediately. Subscribers receive up to 100 free corrections per month and can learn more or create a free account by visiting:

<https://www.athentech.com/forbusiness/web-api>

**About EyeQ**

EyeQ (formerly Athentech, Inc.), a Canadian corporation, provides image enhancement solutions to leading photographers and printers and hardware OEM's, automatically correcting 11 billion photos each year. The company is committed to creating patented innovative solutions that deliver automation, precision, speed, and consistent quality in their workflow. Year after year, our dedicated team of physicists, engineers, and photographers invest our knowledge and time into providing technology that makes photos look stunning, automatically. Headquartered in Calgary, Canada, EyeQ has offices in San Francisco, Austin and Moscow. Visit <http://eyeq.photos> for more information.

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