

FOR IMMEDIATE RELEASE:

## **HueMetrix Founders Honored With Textile Industry Award**

**Raleigh, NC, October 2007** – Two HueMetrix, Inc. founders have received the prestigious Olney Award, bestowed by the American Association of Textile Chemists and Colorists (AATCC).

Dr. Keith Beck, a HueMetrix founder and member of the Board of Directors, and the department head for Textile Engineering, Chemistry and Science (TECS) at North Carolina State University, was the 2006 recipient. Dr. Carl Brent Smith, HueMetrix founder and the Cone Mills Professor of Polymer and Color Chemistry at the NCSU College of Textiles is the 2007 recipient.

“We are very proud to have such fine gentlemen and distinguished industry experts on our team,” said Russell Thomas, CEO of HueMetrix. “These awards are fantastic recognition of the significant contributions Dr. Beck and Dr. Smith have made to textile science and provide significant credibility to our company’s technical expertise.”

The Olney Medal was established in 1944 in honor of Louis Atwell Olney, the founder and first president of AATCC, and recognizes outstanding achievement in textile or polymer chemistry or other fields of chemistry of major importance to textile science. The award consists of a gold medal, a scroll, and an honorarium. Presentation of the medal each year is a highlight of AATCC’s International Conference & Exhibition.

Dr. Beck’s career has been noted for research focusing on durable press chemistry, dyebath monitoring, textile applications of near-infrared spectroscopy, high performance liquid chromatography and the use of liquid and supercritical carbon dioxide for textile cleaning. His work on real time dyebath monitoring systems contributed to the launch of HueMetrix.

Dr. Smith is an internationally known expert in textile wet processing, pollution prevention, process optimization and process control, and dry side science and technology. He participated in the development of advanced dye process analysis and control through the Dye Applications Research Group at NC State, which is now becoming reality for use in commercial textile dyeing operations through HueMetrix.

“We are thrilled that the 19 years of dyebath monitoring/control research is culminating in a commercial product that will significantly improve our ability to dye textile materials,” said Beck. “The team-based academic research that led to the creation of HueMetrix also was a major factor in the recognition of our work

by AATCC. We are certainly grateful to AATCC for this recognition and the Olney Medal.”

HueMetrix, Inc. is dedicated to making ‘Right First Time’ dyeing a reality through the development, production, and service of real-time dye exhaustion optimization and adaptive color control systems for textile laboratory and production environments.

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