

FOR IMMEDIATE RELEASE:

Green Dyeing Topic of Cornell University Seminar

Raleigh, NC, August 30, 2007 – The Department of Fiber Science & Apparel Design at Cornell University invited Dr. Melih Gunay, a member of the HueMetrix, Inc. technical team, to speak at their seminar series for graduate students and faculty about the latest innovations in textile dyeing.

Dr. Gunay's presentation focused on "green" aspects of the textile dyeing process. "Both governments and consumers are putting pressure on dye manufacturers to produce better, more cost effective, yet green products," he said. "One of the best ways to achieve this in textile dyeing is to optimize the process."

But that task has been allusive until now because of the inability to analyze the color chemistry in real time and understand how dyes and chemicals interact during the dyeing process.

Dr. Gunay introduced a new monitoring system developed by HueMetrix, the Dye-It-Right Monitor, which enables dyers to optimize temperature, dyes, chemicals, time and, consequently, the whole exhaustion profile. "The Dye-It-Right Monitor analyzes dye strength, incompatible dyes and chemicals, substrate materials and preparation variations," Dr. Gunay said, "which has an enormous impact on a company's ability to eliminate environmentally unfriendly failures before they occur."

Professor Anil Netravali, Cornell professor and host of the seminar series, said Dr. Gunay's presentation was "excellent" and helped her students to "think green" about the textile industry.

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.

For additional information, please contact:

Russell Thomas
HueMetrix, Inc.
(919) 306-5920
R.Thomas@HueMetrix.com
info@HueMetrix.com
<http://www.HueMetrix.com>

###