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GemInsight® and VeriGem® Star in Las Vegas for ImaGem®

Two dazzling performers at JCK Show showcase light behavior analysis as a powerful selling tool for diamond sellers!

Philadelphia, PA: The ImaGem Inc. booth at the JCK Show provides the stage for a pair of magical tools for analyzing the light behavior and displaying the brilliance of loose and mounted stones for diamond buyers and sellers.

The patented GemInsight point of sale display unit is the only device that captures images and videos of loose and mounted diamonds and gemstones for viewing with spellbinding reactions. Retailers may use the device to sell to consumers; wholesalers can employ it to differentiate the finest and select matching stones; manufacturers will use it to improve the quality and increase the value of their finished goods.

“We demonstrated the GemInsight at the JA NY 2008 Show and received an outstanding response from attendees and exhibitors. The powerful videos and displays generated using the device drew a lot of attention. GemInsight provides easy to understand visual displays and is particularly useful to distinguish well cut stones and special cuts from traditionally cut stones,” said Dr. Lalit Aggarwal, Chairman of ImaGem Inc.

The VeriGem unit is used by diamond manufacturers, jewelers, jewelry manufacturers, Internet retailers, grading labs and gemologists for direct measurement of light behavior and for registration and verification of a stone. Direct measurement of light behavior shows the beauty of a stone. Registration and verification are used to check inventory, to check that the correct stone has been transacted, and to verify that particular stones have been used in a piece of jewelry. VeriGem can be used for round as well as fancy shapes and branded cuts. It can also provide instructions for cutting brilliant diamonds.

Visitors are invited to the ImaGem Booth # 62204, ETS Pavilion - Level 1 at the Sands Convention Center in Las Vegas. Additional information for GemInsight, VeriGem and ImaGem patented technologies are available at www.imageminc.com, or by telephone to: 1-888-7IMAGEM.

ImaGem Inc.

ImaGem Inc. is a gem information company based on patented technology for grading and identifying gems. ImaGem is the culmination of 20 years of research done on human perception and ImageStatistics, a powerful statistical tool developed by Dr. Aggarwal. ImaGem's systems employ advanced optics, imaging technology and proprietary software programs to automate and integrate diamond grading.

Beyond providing the 4C's, ImaGem also supplies Light Behavior information based on precise and repeatable measures three complimentary dimensions of brilliance, intensity and sparkle. Another breakthrough by ImaGem is the capability to uniquely identify and register a stone without any need for inscription. By offering all this information, ImaGem will improve decision-making and efficiency in the gem industry supply chain.

ImaGem's light behavior technology has been adopted by: EGL USA, AGA in Philadelphia PA, ITPL in Surat, India, DGLA in Horsham PA, DGLA in Mumbai India and PGGL in Philadelphia.