



For Immediate Release
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ImaGem Chairman Dr. Aggarwal to present at JCK Cut Grading Conference

Philadelphia, PA: Dr. Lalit K. Aggarwal, Chairman and Founder of ImaGem Inc. will present at the JCK Conference on "Latest Technologies in Diamond Cut Grading" on May 28, 2009 at 3.30 pm at the Venetian Hotel.

The discussion will be moderated by Jay Lell and other panelists include Garry Holloway of Pricerscope; Akiva Caspi from Sarin Technologies and Peter Yantzer of AGS Labs. The discussion will focus on latest advances in cut grading and how they will benefit the industry.

"Diamond Cut Grading has become increasingly important in today's competitive market and more consumers are buying based on what they see. ImaGem is delighted at the opportunity to be a part of this discussion. I strongly believe members of trade will benefit greatly from attending this conference," said Dr. Aggarwal.

ImaGem Inc. will be exhibiting its state of art equipment and services at the Show in the ETS Pavilion, Booth # 62204. ImaGem is offering a special 50% discount on VeriGem, a precision instrument for Light Behavior Certification and GemInsight, a multi purpose viewer used for buying, selling and manufacturing of diamonds, gemstones and jewelry. This special offer is limited to 1 machine per Customer and ends on June 2, 2009. Attractive leasing plans are offered for VeriGem and GemInsight for short and long term lease durations.

"For companies that are considering direct measurement of light behavior and point of sale display as part of their marketing strategy or looking for an alternative to their current service provider, visit our booth and see how VeriGem and GemInsight can save you money and help you sell more. VeriGem grades light behavior of a loose or mounted diamond in just 30 seconds and a Cert can be printed soon after. GemInsight is a versatile machine with several applications for diamond manufacturers, wholesalers, retailers and ecommerce stores. You can display a diamond, gemstone or jewelry under different lights, static or under rotation and capture images or record videos," added Dr. Aggarwal.

ImaGem will debut three new services: ImaGem Essence for cutting rough stones and re-cutting polished stones, DFS Cut Grade for diamond cut grading and the \$21 Diamond Grading Certificate for up to 1.01 carat stone. Trade members will have an opportunity to view the \$21 Diamond Cert first hand with interactive demonstrations of ImaGem Essence and DFS Cut Grade services.

Visitors are invited to the JCK Cut Grading Conference on May 28th and to ImaGem's Booth # 62204, ETS Pavilion - Level 1 at the Sands Convention Center in Las Vegas. Additional information on all special offers, demonstrations mentioned above will be available at the booth. For more information visit ImaGem's website at www.imageminc.com or call ImaGem's toll free number at 1-888-7-IMAGEM (1-888-746-2436).