

ImaGemSM Newsletter

Volume 3, Issue 3

May 2006

5 FOR THE PRICE OF 4!*

[Bring 5 diamonds for grading to ImaGem Technologies Pvt. Ltd. in Surat and the 5th stone will be graded for free. Click here to get your coupon! Offer ends on June 12, 2006, so hurry today!](#)

Restrictions Apply*

In this Issue...

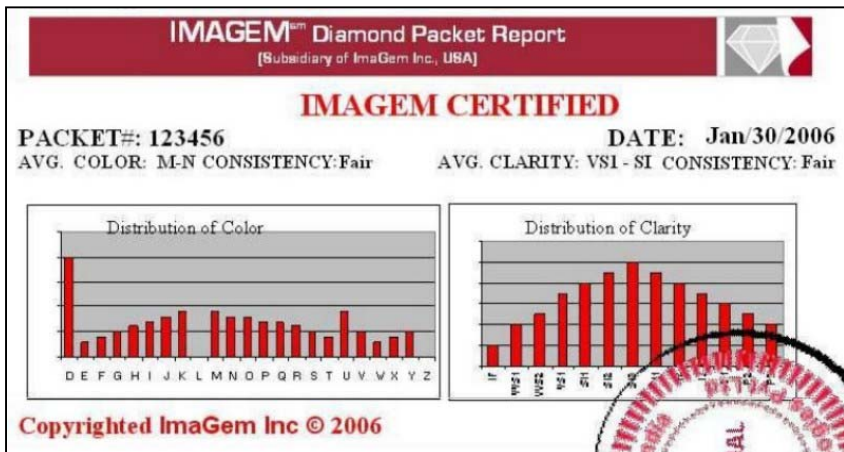
- ImaGem Surat Launches Two New Services to Aid Industry and Consumers
- ImaGem to Gem Labs: Locate On-site
- ImaGem to Reveal Story Behind a New Service Guaranteeing Color Grade
- Event Listing
- DGLA busy at IJS 2006

The JCK Show, 3-7th June 2006. Las Vegas, NV, US

IMAGEM SURAT LAUNCHES TWO NEW SERVICES TO AID INDUSTRY AND CONSUMERS

ImaGem Technologies Pvt. Ltd., subsidiary of ImaGem Inc., has introduced two new services namely the Diamond Packet Report and Diamond Jewelry Report. These services are currently available at ImaGem Technologies Pvt. Ltd. in Surat and firms outside of India interested in either of these two services should contact ImaGem's headquarters in the U.S.

The Diamond Packet Report, pictured below, is a useful tool for sorting of diamonds based on color, clarity or light behavior. This report provides buyers and sellers with a summary of the packet's contents, consistency and information on average color, clarity, and light behavior. (Light Behavior Packet Report not shown below).

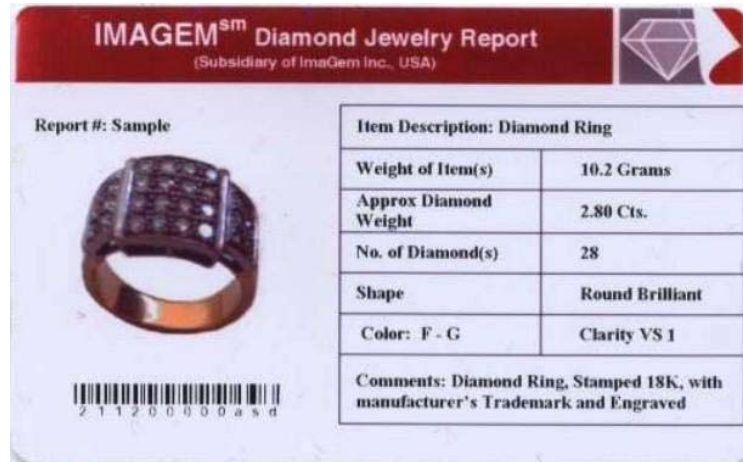


“By using the Diamond Packet Report for sorting of stones, buyers and sellers are assured of the quality and consistency of the packet”, said Mr. Sandeep Pande, Gemologist at ImaGem Technologies Pvt. Ltd. in Surat. “Sellers can get a premium price on

goods and build consistency in their brand. Sorting of diamonds, traditionally a lengthy process can be done very easily with the help of this report. You save a lot of time in dealing as the report gives you an overview of the contents”, he added.

The second new service offered is the Diamond Jewelry Report. This report certifies the diamonds set in the jewelry, be it a pair of earrings, ring, necklace, pendant or a bracelet. The report includes an image of the jewelry, its description, weight of the jewelry and approximate weight of the diamonds, number of diamonds, their shape, color and clarity.

“With the increasing awareness in certification of diamonds, consumers ask for a report with their jewelry. ImaGem will work with jewelry manufacturers to grade their diamond jewelry; consumers can



(Story Continued on Page 2)

also avail of this service to be assured that their diamonds match the stated parameters. Manufacturers can build consistency and protection to their brand”, said Mr. Kaushal Mehta, Gemologist, ImaGem Technologies Pvt. Ltd. in Surat.

In addition to the services mentioned above, ImaGem also offers full grading reports, mini reports for color and clarity, gauging, light behavior and cut grade and consulting in color, clarity, weight and dimensions and diamond authentication.

To avail of these or other services, contact ImaGem Technologies Pvt. Ltd. at +91-261-3266677/2540411.

IMAGEM TO GEM LABS: LOCATE ON-SITE *by Ralph Day, Marketing Director, ImaGem, Inc.*

ImaGem proposes an alternative way for gem labs to serve large diamond manufacturers, wholesalers and bourses: **operate on-site, save the client time and money and grow your business.** ImaGem has developed and tested gem lab configurations to do typical lab functions ranging from sorting to full grading of cut loose diamonds. This new approach, conducting gem grading on-site, can save clients time and money. In late February and early March ImaGem provided Diamond and Gem Laboratories of America with the hardware and software to objectively sort over 18,000 stones at one manufacturer’s location based on our light behavior grading system.

On-site grading by an independent gem lab is an alternative to the conventional model where diamond firms must send their stones to labs for grading. Consequently the firm incurs the costs beyond the grading reports of shipping and insurance to and from the lab as well as the opportunity cost of not having those stones sent available for sale. Based on an investigation of these costs from diamond wholesalers, the costs beyond those for the grading reports can add to 1- 4 percent of the wholesale value of the stones sent.

Major labs in recent years have taken steps to be closer and more accommodating to their customers. They have set up drop off windows in major diamond centers to offer customers a more convenient means for shipping and receiving stones. One major lab in India offers the services of a mobile gem lab to service customers in many cities. With these initiatives labs are responding to the need to be closer to their customers. ImaGem’s proposal simply carries this idea to its logical endpoint, on-site independent grading by labs.

The idea of locating independent gem labs on-site at large volume manufacturers, wholesalers and bourses came as a result of re-defining the means and methods of diamond grading. We did this over the last eight years by employing new technology for capturing, processing and storing images, by identifying those tasks which must be performed by a gemologist and separating them from those which need not, by meeting or exceeding the current accuracy and repeatability grading standards and by initiating new direct measures of gem performance. For gem labs that choose to work with ImaGem the benefits to be obtained are faster throughput, higher margins (even after paying ImaGem), and the flexibility of ImaGem’s integrated system in terms of the quality, size and shapes of diamonds sorted or graded and capacity to easily scale the operation up or down. For the customer that the lab serves, the benefits are fast turnaround and reduction in shipping and insurance costs and the opportunity to sell stones faster because of the faster turnaround.

We encourage you to explore this proposal with us. We are looking for lab owners who are seeking an alternative to the traditional model of shipping stones to faraway labs for grading.

IMAGEM TO REVEAL STORY BEHIND A NEW SERVICE GUARANTEEING COLOR GRADE

In next month’s newsletter we will present the story behind ImaGem’s new service guaranteeing color grade. What technical advances have made this possible? What information will the report contain? How strong will the guarantee be?

*Diamond and Gem Laboratories of America demonstrates the VeriGem™ device at
The JCK Show, Las Vegas from June 3-7, 2006*

Venue: Booth: 62507, Pavilion: Equipment, Technology, Services and Supplies, The Galileo,

Date & Time: June 3 - 6, 2006 - 10.00 am - 6.00 pm, June 7, 2006 - 10.00 am - 4.00 pm

Web: <http://jckvegas2006.expoplanner.com/>

Contact ImaGem at info@imageminc.com to request a demonstration.

DIAMOND AND GEM LABORATORIES OF AMERICA BUSY AT IIJS 2006

Right: Serving visitors at the DGLA booth at IIJS are Chuck Cassar of DGLA and Sonu Bachani of the DGLA Mumbai team.



Below is a view of DGLA's booth at the IIJS 2006, held in Mumbai from May 4-8, 2006. David Atlas and Chuck Cassar, partners in DGLA were present at the show and demonstrated ImaGem's VeriGem™ device that can be seen on the right.



We welcome your comments and suggestions. We will be happy to work with you and meet your business needs. For more information contact us at info@imageminc.com or call our Philadelphia office at 1-215-477-9920.

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