

REFLEC PLC
("Reflec" or "the Group")

Reflecmedia's groundbreaking product MicroLite launches in the US

Reflec, a specialist developer and manufacturer of retro-reflective inks, fabrics, ancillary products and powder processing, is pleased to announce that its speciality media division, Reflecmedia, has launched its revolutionary MicroLite product.

Reflecmedia is an innovator of "chromakey" technology, which allows images to be superimposed onto a back screen, and is used by special effects departments of Hollywood film studios.

Reflec's MicroLite and Deskshootlite bundle is designed to re-create this special effect at an affordable price, and is aimed at schools, churches, small businesses, videographers and home movie makers. The key feature is a light-weight cradle which allows Reflec's LiteRing to be attached onto the end of a high street digital video or still camera. It is used in conjunction with Reflec's revolutionary Chromatte fabric screen to create any number of realistic backgrounds.

American distributor Bogen Imaging has placed an order for one hundred MicroLite units, which Reflec will be demonstrating at the NAB Show in the US this week. Other units have been pre-ordered into the UK, Netherlands and Dubai. Reflecmedia has entered into a manufacturing partnership with Gekko Technology, based in Kenilworth UK.

Reflec's Group Managing Director Paul Holdcroft commented, "This is a highly exciting addition to Reflecmedia's product range. The Group has committed substantial time and money into the development of MicroLite and it believes the early interest in the product has fully justified our efforts.

"MicroLite brings the use of chromakey to a much wider audience, through the use of our adjustable, portable, yet affordable technology. It is an ideal solution for schools, churches, small businesses, videographers and home movie makers. The product bundle will transform the use of chromakey by taking it out of the professional studios to the man on the street."

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Notes to Editors:

Reflec Plc

Reflec (AIM Ticker: REF), based in Winsford, Cheshire is the centre for powder processing and micro-grinding, research and development, production of reflective systems, and the sales of these products and services across Europe. Its chroma-keying materials are already in use by BBC TV, CNN, Disney and Time Warner. Reflec's surveying and risk analysis subsidiary, Perseus Consulting Ltd, is based in Farnham.

Reflecmedia Ltd

Reflecmedia Ltd is the manufacturer and distributor of chromakey and visual communication products to the film, broadcast, education, corporate and worship market. It is based in Winsford, Cheshire and sells its products through distributors and resellers throughout the world.