

PRESS CONTACT:

Liz Kiser
(704) 332-5532
marketing@leadtools.com

FOR RELEASE November 1, 2011

LEAD Receives Visual Studio Magazine Readers Choice Award

LEAD Wins Two Categories in its Fifteenth Year as Readers Choice Recipient

Charlotte, NC (November 1, 2011) – LEAD Technologies is pleased to announce that two of its SDKs, LEADTOOLS Imaging Pro and LEADTOOLS Document Imaging Suite, are recipients of Visual Studio Magazine's 2011 Readers Choice Awards. These awards, chosen by Visual Studio Magazine's readers, honor excellent software in specific categories.

LEAD was awarded the Readers Choice Award in the *Imaging, Image Processing, & Drawing Tools* category for LEADTOOLS Imaging Pro SDK. LEADTOOLS Imaging Pro puts powerful color imaging technology at the fingertips of developers, reducing development time and cost. Features include load, save, conversion of over 150 image formats, image display, compression, processing, TWAIN scanning, color conversion, special effects, printing, Internet/intranet imaging, screen capture and much more.

LEADTOOLS Document Imaging Suite secured LEAD's second award, winning the *Text, OCR, Scanning and Barcode Components* category. The LEADTOOLS Document Imaging Suite SDK is a handpicked collection of LEADTOOLS SDK features designed to build end-to-end document imaging applications within enterprise level document automation solutions that requires capture, OCR, OMR, forms recognition and processing, PDF, archival, annotation and display functionality. This powerful set of tools utilizes LEAD's industry LEADing image processing technology to intelligently identify document features that can be used to recognize any type of scanned or faxed form image.

"We rely on Visual Studio Magazine subscribers to drive our annual Readers Choice Awards, because they are among the most demanding and knowledgeable developers on the planet," said Editor in Chief Michael Desmond. "Our readers live and die by their tools. So when a product earns recognition in our survey, it really means something. These tools have proven themselves out where it really counts--not in a reviewer's lab, but in the field. I commend all the winners in this year's VSM Readers Choice Awards."

About LEAD Technologies

Since 1990, LEAD Technologies, Inc. has been a global leader in the imaging developer toolkit market, providing programmers with feature-rich tools to "image-enable" their software applications. LEAD Technologies pioneered the fastest software-only image compression and continues to lead the field in advancing new imaging technologies and offering those technologies to programmers worldwide.

About Visual Studio Magazine

1105 Redmond Media Group's Visual Studio Magazine provides news, analysis and how-to, practical articles that teach enterprise developers how to create applications with Visual Studio better, faster and more easily. The award-winning editorial reaches the core of the Microsoft developer community—software architects, senior developers and development managers. The publication reaches 50,000 subscribers monthly. For more information, visit <http://VisualStudioMagazine.com>.

About 1105 Redmond Media Group

1105 Redmond Media Group, a division of 1105 Media, Inc., provides B-to-B media solutions targeting the Microsoft market. Our portfolio includes Redmond magazine, MSDN Magazine, Visual Studio Magazine, Redmond Channel Partner, numerous web sites and educational events including SharePoint Live, Visual Studio Live! and TechMentor.

We provide news, in-depth analysis, and hands-on information for IT directors, managers, developers, administrators and partners in the Microsoft community. Visit us on the Web for original, high quality content: CertCities.com, MCPmag.com, MSDNmagazine.com, RCPmag.com, RedDevNews.com, Redmondmag.com, RedmondReport.com, TechNetMagazine.com and VisualStudioMagazine.com. For more information, visit 1105media.com.

###

LEADTOOLS Sales: 704-332-5532 | sales@leadtools.com
LEADTOOLS Support: 704-372-9681 | support@leadtools.com