



## For Immediate Release

### **GMC Software Technology Announces JDF Support for CREO Color Servers**

**April 22, 2008 – Boston, Massachusetts and Appenzell, Switzerland** – GMC Software Technology, the standard in personalization software, today announced that its PrintNet™ software now supports JDF (Job Definition Format) for CREO Color Servers. For PrintNet users this means faster, easier, more efficient and cost-effective management of workflow for color digital printing.

JDF is the print communication industry's latest standard, an enabling technology that speeds up production, increases reliability and enhances the quality and flexibility of printed output to achieve new levels of workflow automation.

PrintNet provides an end-to-end software solution for designing, composing and producing personalized print and electronic customer communications, ranging from direct mail to bills, statements, transpromo and marketing applications.

Multiple software programs are involved in the production of each job and all attach information needed to produce and print it to the JDF 'ticket' as the job progresses. GMC's PrintNet attaches data such as customer information, billing code, address and process related details such as layout parameters (one or two sides), media information and image shifting/fitting.

"GMC continuously seeks ways to enhance its solutions offering by developing technical partnerships with industry-leaders in associated technologies," said Dr. René Müller, CEO of GMC Software Technology. "This is a significant new capability as we are experiencing strong demand for PrintNet in the expanding market for color digital print."

CREO Color Servers are developed and supported by Print On-Demand Solution (PODS), an independent unit of Kodak's Graphics Communications Group.

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## **GMC Software Technology**

GMC Software Technology helps businesses implement high impact, personalized communications programs that increase customer satisfaction and loyalty, drive new customer acquisition, improve productivity and cut costs. Its award-winning PrintNet software is an easy to implement, end-to-end solution that provides full data integration and processing, design and composition, collaboration and approval, distributed output management and process automation for highly targeted print and electronic communications. GMC offers exceptionally reliable technologies and services based on worldwide ISO 9001:2000 certification and CMMI development methodology. It serves thousands of users worldwide, many customers are producing in excess of 100 million personalized documents per month — including direct mail, statements, bills, policies, catalogs, correspondence and transpromo materials. [www.gmc.net](http://www.gmc.net).

## **About the PODS Group**

The Print On demand Solutions Group develops and supports high performance CREO color servers and key workflow production solutions for a range of digital production printers and presses to companies such as Hewlett-Packard, IKON, Kodak, Konica Minolta and the Xerox Corporation. [www.pod-wf.com](http://www.pod-wf.com).

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