



For Immediate Release

GMC PrintNet Software Broadens Spectrum of Personalized Communications Solutions at Drupa

GMC to preview transpromo communications, online storefronts, web-based workflow, advanced color support at Drupa

May 20, 2008 – Düsseldorf, Germany and Appenzell, Switzerland – GMC Software Technology, the standard in personalized communication, will give Drupa attendees a special preview of the latest direction of personalized communications using GMC PrintNet™ software. In addition to personalization tools for transactional, transpromo, direct mail and customer correspondence, and multi-media marketing campaigns, new **GMC PortalBuilder** and **GMC Open Document Publisher (ODP)** software will be previewed in the GMC stand, 08B/C23.

Technology Previews

GMC PortalBuilder software is an extension of the award-winning GMC PrintNet Designer platform. It helps businesses and their service providers create complete web-based marketing centers for timesaving, web-enabled workflow automation for variable data documents and integrated, personalized multi-channel campaigns. A desktop wizard accelerates implementation and document development, and existing marketing assets can be used to build a user-centric web front end. Deployment of web-based workflow will be simplified because no coding is required. An administrative back-end will manage production, ordering, scheduling and multi-channel distribution. The modular, standards-based storefront core will link to third-party accounting systems, delivery tracking tools, and on-line payment processors.

Full-featured **GMC Open Document Publisher (ODP)** helps users collect, sort, merge and dispatch variable data documents according to business rules. Using the standards-based workflow automation, users will achieve cost reductions, process optimization and operational efficiency for all their document applications. ODP will operate at page and document levels and offer document collection, consolidation and householding, enclosure handling, insert de-duping, transparent reprinting, and media requirements estimating. Incoming jobs can be split to balance print loads and production resources. The best enveloping combinations are selected automatically based on client-defined rules and physical page characteristics.

Single Platform for Multiple Applications

Other GMC demonstrations at Drupa highlight award-winning PrintNet software's ease of use, support of open standards, web tools and integration, advanced job flow, and customization and personalization capabilities. Graphics arts and communications professionals can see first-hand how PrintNet accelerates application development, improves communication effectiveness, and maximizes productivity. Live demonstrations will show visitors how PrintNet enhances some of the market's most popular personalized communications applications:

- Bills and statements with embedded marketing messages
- Promotional marketing flyers and postcards
- Interactive, web-based communications
- Transpromo workflow using color IPDS print streams

GMC will also demonstrate how award-winning PrintNet software brings real value to **transpromo applications** without requiring advanced programming skills or lengthy development. With extensive platform and protocol support, PrintNet works with existing infrastructure and delivery channels to simplify and accelerate the implementation of transpromo communications. Visitors will see how the PrintNet platform can create and personalize all their variable documents, then coordinate and route the composed files for production and output.

GMC Integrated Marketing System

Drupa attendees can learn more about the broad range of GMC software capabilities required for a complete, Integrated Marketing System. Within the **GMC Data & Design Center**, attendees can see how **PrintNet Designer** provides high impact, personalized communications for transactional, promotional, transpromo and on-demand applications, while Web-based **PrintNet Interactive** creates personalized documents online using templates. Demonstrations will include variable data document design and layout, graphical workflow, advanced color management, content collaboration, approval and proofing, version control, and message management.

The **GMC Production Center** demonstrates the many ways PrintNet optimizes document workflow. **PrintNet PA** provides a central point for output management, and zero-defect output for high-volume, multi-platform production and delivery environments. Automated document processing follows predetermined business rules for faster workflow without errors. **PrintNet Transform** helps users convert, repurpose and drive more value from legacy applications and print streams without reprogramming.

In the **GMC Web Center**, visitors will see the latest online approaches to personalized communications. **PrintNet Connect** is a web services solution for automating customer communications through integration of web-based workflow. Another innovative offering, **WebProof** software, is a web-based document approval and proofing system.

Award-Winning Software

The GMC PrintNet platform continues to accumulate honors and recognition. In March 2008, Xplor International voted GMC PrintNet the software **Technology Application of the Year**. Additionally, in April 2008, the European Digital Press Association (EDP) awarded GMC **Best Special Application Software of the Year** for WebProof and PrintNet Connect software. In 2007, EDP named PrintNet **Best Product of the Year** in the variable data software category.

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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.

Media Contacts

GMC Corporate

Hal Morrow
GMC Software Technology
603-425-5152
h.morrow@gmc.net

USA

Mark Bonacorso
Media Ink
520-825-0217
markb@mediaink.biz

UK

Amarylis Midgley
Bylines
+44 (0) 1526 353533
Amarylis@AmarylisMidgley.co.uk

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