



For Immediate Release

GMC Software Technology Reports Outstanding Results from Drupa Customer feedback on technology previews, stand traffic and sales add up to a very successful event

June 26, 2008 – Boston, Massachusetts and Appenzell, Switzerland—GMC Software Technology, the standard in personalized communication, today reported outstanding results from Drupa with visitors from 53 different countries among the hundreds who stopped to see the latest software offerings. Sales orders and qualified leads far exceeded expectations.

“Based on the very positive customer feedback on technology previews, the overall level of attendance, and the quality of leads and sales, we rate Drupa 2008 as one of our most successful exhibiting venues ever,” said Dr. René Müller, CEO of GMC Software Technology. “We are clearly pleased with the results of the show, and look forward to 2012.”

GMC presence was also felt on a broader scale with demonstrations in partner’s stands including Hewlett-Packard, InfoPrint Solutions (a joint venture between IBM and Ricoh), Kodak, Xerox and Xeikon. Partner demonstrations included transpromo, high-end color direct mail, support for full color AFP output, support for JDF-based workflows and high-speed color continuous feed printers.

Customer Feedback on Technology Previews

Both **GMC PortalBuilder** and **GMC Open Document Publisher (ODP)** are innovative software products that were previewed in the GMC stand. **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. 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 are able to achieve cost reductions, process optimization and operational efficiencies for all their document applications. Both software products received overwhelmingly positive feedback from stand attendees.

Single Platform for Multiple Applications

Other GMC demonstrations at Drupa highlighted the 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 saw first-hand how PrintNet accelerates application development, improves communication effectiveness and maximizes marketing efforts and response rates. Live demonstrations showed 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 also demonstrated 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 also saw how the PrintNet platform can create and personalize all their variable documents, then coordinate and route the composed files for production and output.

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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.

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