



## For Immediate Release

### **GMC Software Technology to Exhibit New Personalization Tools at Drupa : Düsseldorf, Germany 29<sup>th</sup> May- 11<sup>th</sup> June**

**March 28, 2008 – Düsseldorf, Germany and Appenzell, Switzerland-** GMC Software Technology, the standard in personalized communication, will be demonstrating the latest concepts and marketing techniques for personalized print and electronic communications on their stand - 08B/C23 - at Drupa.

These will include new tools for personalization in transactional, transpromo, direct mail and customer correspondence, including multi-media integrated marketing campaigns. Full details will be announced early in May.

In March of this year, GMC's PrintNet software was voted **Technology Application of the Year** by Xplor International. In 2007, PrintNet was acclaimed **Best Product of the Year** in the 'variable data software' category by the European Digital Press Association (EDP). PrintNet is widely used around the world across a range of industries including financial services, banking, insurance, telecommunications, direct marketing, and commercial printing.

###

#### **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).

**Media contacts:** Amarylis Midgley, Byles Phone: +44 (0) 1526 353533 [Amarylis@AmarylisMidgley.co.uk](mailto:Amarylis@AmarylisMidgley.co.uk)  
Hal Morrow, GMC Software Technology Phone +1 603 425 5152 [h.morrow@gmc.net](mailto:h.morrow@gmc.net)

The GMC logo and PrintNet are trademarks of GMC Software AG.

#### **GMC Worldwide**

Austria, Brazil, Canada, China, Czech Republic, France, Germany, Hong Kong, Hungary, India, Italy, Japan, Korea, Mexico, Poland, Shanghai, Singapore, Spain, Switzerland, Taiwan, United Kingdom, USA and growing

#### **GMC Software Technology**

[www.gmc.net](http://www.gmc.net)