



For Immediate Release

GMC Software Technology to Highlight Recently Released PrintNet Designer 5.2 at Graph Expo 2008, Booth No. 5258

GMC PortalBuilder and Open Document Publisher Also Previewed

September 24, 2008 – Boston, Massachusetts and Appenzell, Switzerland –, GMC Software Technology, will be demonstrating its latest personalized communication tools at Graph Expo, October 26-29, 2008 in Chicago, Ill. These include PrintNet Designer 5.2 and late beta previews of GMC PortalBuilder and Open Document Publisher.

Demonstrations will also be conducted on various GMC partner booths including InfoPrint, (no. 2274), Ricoh, (no. 1775) and Xerox (no. 1219).

Printing and graphic arts professional can get a hands-on look at how **PrintNet Designer** enables rapid creation and production of complex personalized documents for direct marketing, on-demand publishing, customer correspondence and transaction applications. PrintNet also helps businesses develop high impact and effective transpromo documents, such as financial statements enriched with integrated marketing messages.

With the recently release **PrintNet Designer Version 5.2**, users keep pace with the demands of personalized communications through added functionality for integration with third party applications, as well as usability enhancements that include Rich Text Format (RTF) workflow, process improvements, MindFire integration, and JDF support

From its sophisticated storefront core, **GMC PortalBuilder** creates a fast, easy gateway for personalized, customizable, marketing communications, so users can expand services and productivity.

A desktop wizard based client accelerates implementation and document development, and no coding is required. Existing marketing assets can be used to build a user-centric web front end. Integrated, WYSIWYG, proofing allows users to test their web portals quickly on their local machine without needing access to the web server. Integrated deployment moves the job into the storefront automatically. An administrative back-end supports production, ordering, scheduling and multi-channel distribution. The modular, standards-based storefront core can link to third-party accounting systems, delivery tracking and on-line payment processors and further integrate the production workflow into the business.

Open Document Publisher collects, sorts, merges and dispatches variable data documents according to defined business rules. Using standards-based workflow automation, users achieve cost reduction, process

optimization and operational efficiency for all their document applications. Third party applications such as mail sort can also be included in the process workflow.

Open Document Publisher operates at both page and document levels. It offers document collection, consolidation and householding, enclosure handling, insert de-duping, transparent reprinting and media requirements estimating. It will also split incoming jobs to better balance print loads and production resources. The optimal enveloping combinations are selected automatically based on client-defined rules and physical page characteristics.

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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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