



## FOR IMMEDIATE RELEASE

### **GMC Software Technology Broadens Footprint at IPEX 2010 Hewlett-Packard, InfoPrint, Kodak, Nipson, Xeikon and Xerox to Host GMC Software Demonstrations**

**May 20, 2010– Birmingham, UK, Boston, Massachusetts and Appenzell, Switzerland** – GMC Software Technology, the standard in personalized communication, today announced that the company products, solutions and future technology developments will be broadly demonstrated by various hardware partners at IPEX 2010, May 18-25, 2010. Partner demonstration locations include:

- § **Hewlett-Packard:** stand 12-AB150
- § **InfoPrint:** stand 12-D130
- § **Kodak:** stand 09-E320
- § **Nipson:** stand 12-C116
- § **Xeikon:** stand 11-C230
- § **Xerox:** stand 07-CD450

In addition, the company will provide attendees with technology demonstrations that integrate multi-channel marketing campaigns across print, email, web and mobile platforms in their own stand, number 11-C221. GMC Software Technology will also be showing how print fits into an increasingly seamless corporate communications strategy and how print service providers and in-house printing departments can help their customers and themselves to grow profits and cut costs by using the latest software technologies. Also at IPEX 2010, the company will also host a competitive drawing for a Swiss watch, valued at £1293.00 (\$2000 USD) and based on the number of correctly answered questions over a brief amount of time.

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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. Our award-winning 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. We serve thousands of users worldwide, and many of our 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).

GMC Software Technology continues to add to its tally of industry awards. Most recently, the company was recognized by Xerox, naming GMC Software Technology 2009 Business Partner of the Year for its

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#### **GMC Worldwide**

Brazil, Canada, Chile, China, Czech Republic, Denmark, France, Germany, Hong Kong, Hungary, India, Italy, Japan, Mexico, Poland, Singapore, Spain, Switzerland, Taiwan, United Kingdom, USA

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#### **GMC Software Technology**

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



continued contribution to Xerox, its customers and the printing industry. Just prior, the ON DEMAND Conference & Exposition recognized the company with a Best of Show, Honorable Mention award in the Web-to-Print category and winner of the Most Innovative Use of Technology award for its PortalBuilder software solution. Also in 2010, the European Digital Press Association (EDP) awarded GMC PortalBuilder the Best Web-To-Print Software of the Year for 2010 and in March, Xplor International awarded the company “Innovator of the Year” and “Technology Application of the Year for a third year in a row. In 2007, the EDP named GMC PrintNet™ Best Variable Data Software and in 2008 and named GMC PrintNet Connect and WebProof “Best Special Application Software of the Year.”

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