



For Immediate Release

GMC Software Technology to Present at 2008 Lyra Imaging Symposium

Scott Baker, Vice President Worldwide Business Development, Explores “Customizing the Customer Experience”

January 25, 2008 – Rancho Mirage, California and Appenzell, Switzerland – GMC Software Technology, the standard in personalized communication, today announced that Scott Baker, vice president of worldwide business development, will present at the upcoming 2008 Lyra Imaging Symposium, Wednesday, January 30, 2008 at the Rancho Las Palmas Resort, Rancho Mirage, California.

In a presentation titled “Customizing the Customer Experience,” Baker will explore the challenges facing organizations with respect to customer-based communications and trends in multi-channel communications. In addition, Baker will review the opportunities available through the marriage of transactional statement printing and promotional marketing or “transpromo.” Baker will also highlight an actual customer case study that details the migration from pre-printed color “shells” and digital black and white overprinting, to full-color digital printing that includes data driven messages, loyalty programs and membership rewards.

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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 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. 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.

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