



For Immediate Release

GMC Software Technology Highlights Personalized Communication Solutions Suite at ON DEMAND 2008

Transpromo communications; web-based interactive document creation; and advanced color support

February 21, 2008 – Boston, Massachusetts and Appenzell, Switzerland – At ON DEMAND, GMC Software Technology, the standard in personalized communication, will showcase the latest capabilities and enhancements to its PrintNet™ software suite. Demonstrations will be conducted in GMC Software Technology booth 759 highlighting the software suite's ease of use, support of open standards, Web tools and integration; advanced job flow and customization as well as personalization capabilities.

Graphics arts and communications professionals will get a first-hand look at how PrintNet can accelerate application development, improve document effectiveness and maximize productivity for a variety of marketing, transaction, transpromo, on demand and electronic communications applications. These include many key personalized communications applications that are in high demand today:

- Transpromo 401K transactional statements with embedded marketing messages
- Promotional marketing flyers and postcards
- Interactive, web-based communications
- Invoices using color IPDS print streams

GMC Data & Design Center

PrintNet Designer provides high impact, personalized communications for transactional, promotional, transpromo and on-demand applications. Capabilities include variable data document design and layout, graphical workflow, advanced color management, content collaboration, approval and proofing, version control, and message management. Web-based **PrintNet Interactive** creates personalized one-to-one documents online using template formats. With PrintNet, companies can increase personalized customer service, while maintaining a consistent look and content to satisfy corporate branding and compliance.

GMC Automation Center

PrintNet PA provides business process automation and output management for multi-platform, high-volume production and delivery environments. Automated document processing follows enterprise business rules, with a central point for processing, delivery and zero-defect document production. **PrintNet Transform** is used to convert, repurpose and drive more value from legacy applications and print streams without reprogramming.

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

GMC Web Center

PrintNet Connect is a web services solution for automating all customer communications -- documents, web and email -- through integration of web-based workflow. Seamless document production is available on a web services platform. **WebProof** is a web-based document approval and proofing system.

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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, marketing and transpromo materials.

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