



## **FOR IMMEDIATE RELEASE**

# **GMC Software Technology to Highlight Award Winning Transpromo Campaigns at On Demand 2009, Booth 1937**

## **Recently Released PrintNet Designer 5.3 Also Demonstrated**

**March 27, 2009–Boston, Massachusetts and Appenzell, Switzerland–** GMC Software Technology, the standard in personalized communication, will be highlighting a number of transpromo campaigns at the On Demand Conference and Exhibition, March 30 through April 2, 2009 in Philadelphia, Pennsylvania. Demonstrations include examples of highly successful and award-winning transpromo campaigns from around the world as well as new features of the company's PrintNet Designer 5.3 software suite. In addition, there will also be demonstrations of GMC's digital printing software capabilities on various GMC partner booths.

### **Award Winning Transpromo Campaigns**

GMC will demonstrate how one print service provider produced a highly effective transpromo program for their credit card customer that included personalized marketing messages, high impact color graphics and data-driven third-party offers. In another example, the use of targeted, personalized imagery and messaging to drive repeat business as well as increase awareness the company's co-branded credit card will also be highlighted. Both campaigns received awards in the "Technology Applications of the Year" category in 2008 and 2009 by Xplor International, a worldwide, not-for-profit professional association.

### **PrintNet 5.3**

PrintNet Designer enables rapid creation and production of complex personalized documents for transpromo, direct marketing, on-demand publishing, customer correspondence and transactional applications. With PrintNet Designer Version 5.3, users can enjoy new feature advancements for consolidating print streams, creating Web content and extending color management and quality control.

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#### **GMC Worldwide**

Brazil, Canada, Chile, China, Czech Republic, 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)

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### **About 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 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. Unlike our competitors, we offer 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 combined transactional/marketing materials. <http://www.gmc.net>.

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