



For Immediate Release

GMC Software Technology Announces New Release of PrintNet™ Designer Software

Users benefit from design and production workflow enhancements

September 4, 2007 – Boston, Massachusetts and Appenzell, Switzerland – GMC Software Technology, the standard in personalized communications, today announced the latest release of its flagship PrintNet Designer software. The new PrintNet Designer enhancements will be among the featured exhibits at Graph Expo 2007, being held in Chicago, Illinois from September 9-12, 2007.

PrintNet Designer enables easy, rapid creation and production of complex personalized documents, including direct marketing materials, on-demand publishing and transaction applications. PrintNet also helps businesses develop hybrid transpromo documents, such as financial and investment statements enriched with integrated marketing messages.

“Our goal is continuous improvement to ensure that PrintNet stays at the forefront of personalized communications, and the latest software enhancements feature innovation that cements our leadership in this area,” said Dr. Rene Mueller, CEO of GMC Software Technology. “Marketing, graphic arts, printing and other professionals will be impressed with the ways we’ve made it even easier for them to create personalized communications that deliver results.”

PrintNet Design Enhancements

The latest version builds on PrintNet’s industry-leading functionality and usability. Charting enhancements include true three-dimensional light and shadow effects for more eye-pleasing data display. Users can create communications with more impact, especially with color. A new definable icon bar enables designers to group most-used functions into a single toolbar so they can customize their workspace for more efficiency. Enhancements to vector drawing tools make it easier to create complex objects that are scalable and thus more efficient to process and print.

Graphic arts applications draw on multiple sources for content, and a new plug-in for Microsoft Word adds an “Export to PrintNet” for simpler job submission. Native support of AFP images and resources in page layout is also now available.

PrintNet Production Enhancements

Integrated support has been added for EMC Documentum as a document archive and asset repository. Graphic arts operations involved in variable data applications benefit from smoother data integration with document workflow, storage and access. GMC PrintNet software integrates with the EMC Documentum

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

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content management system for enterprise-wide creation, collaboration, approval, delivery, storage and management of personalized print and electronic communications.

A new “Windows to PrintNet” printer driver allows Windows users to create optimized print streams for input to PrintNet for additional customization, or as output streams for PrintNet production protocols.

Workflow Parameters settings now available in the Proofing module enhance simulation production environments. This is valuable for testing variable applications as it increases output integrity. SQL commands and parameters can now be passed to the production module at run time for on-the-fly SQL control. As a result, graphic arts users can make late changes more easily.

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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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