



## **For Immediate Release**

# **Xplor Names GMC PrintNet Software Technology Application of the Year**

## **Oniya Shapira Implementation Exploits Full-Color Transpromo Printing**

**February 14, 2008 – Boston, Massachusetts and Appenzell, Switzerland** – GMC Software Technology, the standard in personalized communications, today announced that Xplor International has named the company's PrintNet™ Software "Technology Application of the Year." The award is based on Oniya Shapira's use of PrintNet to implement advanced transpromo application capabilities for its customers. The first implementation, which has met with tremendous success, was for CAL (Israel Credit Cars Ltd.) an issuer of major brand credit cards, including VISA, Diners Club and MasterCard along with retail credit cards and loyalty cards.

Xplor will formally present the award on March 4, 2008 at Xplor's Document University and Global Conference, held in conjunction with the ON DEMAND Conference and Exhibition, at the Boston Convention and Exhibition Center.

Xplor International is a worldwide, not-for-profit professional association that consists of thousands of users and suppliers of products and services for creating, modifying and delivering customized information using a wide variety of document technologies. The association provides educational products and programs for its members and the industry at large through conferences, meetings and annual events. Xplor's awards are presented annually and include Innovator of the Year Award, The Brian Platte Lifetime Achievement Award and Xplorer of the Year as well as the Technology Application of the Year.

"We are extremely pleased to be receiving this award from Xplor International and honored to take our place among this group of industry leaders," said Dr. René Müller, CEO of GMC Software Technology. "This recognition by Xplor underscores our commitment to our many customers to provide them with quality solutions for implementing high impact personalized communications that deliver tangible results."

The GMC and Oniya Shapira transpromo implementation includes a full color, personalized, variable length credit card statement with relevant third-party messages and offerings from CAL's loyalty program. The application produces approximately 8 million transpromo statement pages per month.

A committee of Xplor members and association members evaluated numerous applications prior to selecting the award winners. Selections were based on outstanding achievement in the imaginative application of current technology and/or unique implementation of existing electronic document systems. More information about Xplor International and the awards can be found at [www.xplor.org](http://www.xplor.org).

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

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