



## For Immediate Release

### GMC Software Technology Launches Social Media Center

#### Video and Blogs Explore Trends in High-Impact Personalized Communication

**November 25, 2008 – Boston, Massachusetts and Appenzell, Switzerland** – GMC Software Technology, the standard in personalized communication, today announced the launch of its new social media center.

Located on the company's web site at [www.gmc.net](http://www.gmc.net), the social media center explores industry trends in high-impact personalized communication through popular social media formats that include new web-based videos, available today and an industry blog to be launched later this year.

Video categories include comments and views by industry experts, product highlights, customer testimonials and corporate videos. In addition to GMC's own executives, the company's social media center features discussions with Roger Gimbel, principal at Gimbel & Associates, Barb Pellow, group leader at InfoTrends and Cary Sherburne, senior editor and columnist at WhatTheyThink.com as well as others.

"Social media has quickly become mainstream communications tools are part of almost every marketer's arsenal," said Bill Parker, Vice President of marketing at GMC Software Technology. "Today, successful companies must understand the marriage of human behavior, new technologies and new communications mediums as well as cross-media publishing strategies that will help them to forge stronger relationships with their customers."

GMC's social media center covers topics such as migrating black and white transactional documents to color, web services trends, transpromo documents, trends in communicating with customers. For more information or to view GMC's social media center visit [www.gmc.net/news-events/video-center.html](http://www.gmc.net/news-events/video-center.html).

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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. Its 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. It serves thousands of users worldwide, many 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).

#### **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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