



FOR IMMEDIATE RELEASE

PrintNet Makes TransPromo Profitable for Orda Print

September 29, 2009– Boston, Massachusetts and Appenzell, Switzerland—GMC Software Technology, the standard in personalized communication, today announced that after assessing a range of software products, Israel-based Orda Print Industries Ltd. has selected GMC Software Technology's PrintNet to automate its TransPromo and other personalized document production using its KODAK VERSAMARK VX5000 Plus Printing System.

"For the rest of the world, TransPromo is the next big thing. In Israel, it is already almost the standard," explained Yaron Assael, Orda Business Development Manager. "Today, it's unusual for customers to receive any promo piece in black and white because all major institutions in Israel are printing full color TransPromotional documents."

"PrintNet Designer gives us full support for our full color activity, which is really complex," Assael said. "We print mainly transactional documents and sophisticated direct mail, running about 20 million variable data documents a month, the majority in full color." Applications include customer statements, invoices, checks, promotional inserts, coupons, letters and TransPromo statements for the telecom business.

Orda Print specializes in transactional printing for the telecommunications and finance sectors. The decision to install new software followed a major new order for TransPromo documents from Israel's largest telecommunications business when Orda realized that its existing system would not be equal to the task.

The new software would have to support complex, performance-sensitive data files; selective inserts based on customer segmentation; multiple input and output formats; multiple languages (Hebrew, Arabic and Russian); and business rule calculations. Hefty input files of more than 3 GB each also needed powerful software to keep them under control. A real time testing environment was also required to evaluate four versions of the variable application.

"Because of the new project's intense schedule, we decided to switch immediately to GMC to print 1.5 million transactional pieces for the new client. We started working with GMC at the beginning of 2008 after PrintNet proved more effective than the closest competitor's software," Assael added.

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GMC Software Technology

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PrintNet is designed to quickly and efficiently set up complex print jobs involving a plethora of variables from multiple data sources. It also accommodates the three languages -- Arabic, Russian and Hebrew - in the same run, automatically switching to left-to-right reading for Hebrew and Arabic text.

PrintNet has fully automated Orda's TransPromo workflow, cutting costs, human errors and turnaround times and enabling Orda print to keep more of its work in house. This added speed and flexibility has enabled the business to take on more work and improve its profits.

"Our relationship with GMC helps ensure that customers get maximum value from their technology solutions," said Katja Poetzsch, Category Business Manager, CEEMEAF, Kodak.

More details of this application appear on GMC's website: 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 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.

GMC Software Technology continues to add to its tally of industry awards. Most recently, in March 2009, Xplor International awarded the company "Technology Application of the Year" for a second year in a row. In 2008, the European Digital Press Association (EDP) named GMC "Best Special Application Software of the Year."

GMC Software Technology is a registered trademark; the GMC logo and PrintNet are trademarks of GMC Software AG.

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