



FOR IMMEDIATE RELEASE

LithoTechnics announces Metrix™ - the first automatic layout calculator for commercial printers. See Metrix at Drupa, in the JDF Park, Hall 4, Stand A33.

Sydney, Australia, April 19, 2004 - LithoTechnics Pty Limited (www.lithotechnics.com) today announced the imminent release of their new product - Metrix. Metrix is the first truly automatic layout calculator designed specifically for estimators, customer service representatives, production planners, and prepress operators.

Metrix employs a print industry specific, patent pending algorithm, which considers all necessary parameters to automatically calculate optimum press sheet layouts. Metrix can integrate with MIS systems by importing JDF (Job Definition Format) product intent data. The Metrix Production Edition also exports JDF, CIP3, and Preps® template files to eliminate the manual creation of Preps templates in prepress, and to automate the setup of cutters and folding machines in the finishing department.

Metrix promises commercial printers amazing bottom-line savings by facilitating commonly known, but under-utilized cost saving strategies such as gang printing. "Gang printing is a real opportunity for commercial printers to increase profits," says Rohan Holt, LithoTechnics founder, "because every ganged job saves one or more press makereadies, as well as plates. Until now many companies have passed up this opportunity, because the layouts for such work are so complex."

Printers who only print standard sized magazines and books etc, can have layouts so standardized they become memorized. General commercial printers however, are always printing different sized jobs, as every job can be unique. This kind of work requires the undivided attention of a skilled planner, but even the most experienced planner cannot be sure they have found the most efficient layout every time. Any attempt to minimize wastage by considering individual product bleeds, butting together non-bleeding edges and/or gripping into non-image areas, can result in spending a whole day on a trial-and-error exercise in frustration. The average commercial printer brushes off the potential benefits of ganging because of the overwhelming complexities.

This is where Metrix comes in. Metrix eliminates these complexities, enabling even the least skilled planner to confidently create instant layouts. From one product to ten, different sizes and quantities, mixtures of flat and folded work, each with different bleeds and grain direction requirements - Metrix calculates the layout at the click of a button.

Metrix minimizes stock wastage, placing as much product onto a press sheet as possible, considering the press's capabilities and product specifications such as grain direction. Metrix will rotate products to share common bleed gutters or to butt non-bleeding edges together. This also reduces the number of postpress cuts required, and therefore execution time downstream in the finishing department.

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Metrix will be demonstrated at Drupa in the JDF Park, Hall 4, Stand A33. Among other things, visitors will witness JDF product intent data exported from the Optimus 2020 print management system, imported into Metrix for instant layout calculation. Metrix will then export JDF layout data and Preps templates for prepress, together with JDF and CIP3 cutting and folding data for postpress.

About LithoTechnics

LithoTechnics is a privately held company founded in 2003 by Rohan Holt. Holt is the original inventor of SuperImpose™, the product that was adapted and renamed UpFront® when it was acquired by ScenicSoft in 1999. Based south of Sydney, Australia, LithoTechnics is a software company focused on providing key tools and technologies to enable print workflow automation. LithoTechnics is a full member of the CIP4 Organization.

For more information visit <http://www.lithotechnics.com>.

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