

FOR IMMEDIATE RELEASE

LithoTechnics releases the German version of Metrix™ and appoints Optimus Deutschland as Resellers.

Sydney, Australia, July 22, 2004 - LithoTechnics Pty Limited (www.lithotechnics.com) today announced the release of the German version of their new product - Metrix. LithoTechnics also announced the signing of an agreement with Optimus Deutschland for selling and supporting Metrix throughout Germany, Austria, Switzerland, Lithuania, Latvia, & Estonia.

Metrix is the first truly automatic layout calculator designed specifically for estimators, customer service representatives, production planners, and prepress operators. Metrix's patent pending technology considers all necessary parameters to automatically calculate optimum press sheet layouts for ganging multiple products.

"We have been selling and supporting the leading Optimus print management system for over 20 years, so we know the daily challenges our customers face," said Jürgen Handrack, CEO of Optimus Deutschland. "Many printing companies need to combine different jobs on one sheet but until now there has been no easy way to do this. Metrix is a unique application that will benefit many of our customers."

Now available in German, Metrix offers users new bottom-line savings by facilitating commonly known, but under-utilized cost saving strategies such as gang printing. Metrix eliminates the complexities of gang printing enabling even the least skilled planner to confidently create instant layouts. Metrix also 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 integrates directly with the Optimus 2020 print management system by importing JDF (Job Definition Format) product intent data. Metrix then instantly calculates the optimum layout at the click of a button. The Metrix Production Edition can also export JDF, CIP3, and Preps® template files to eliminate the manual creation of prepress templates, and to automate the setup of cutters and folding machines in the finishing department.

"We are very excited about partnering with such a respected company in such an important market," says Rohan Holt, LithoTechnics founder. "Our vision is not only to develop key workflow automation tools but also to ensure they are well represented and supported. The JDF link between Metrix and Optimus offers real value to end users, saving a lot of time, eliminating the potential for errors, and empowering all commercial printers to increase profits by working smarter, not harder."

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About Optimus Deutschland

Optimus Deutschland have been selling and supporting the Optimus print management system for 21 years and are a recognized market leader. Developed by the UK-based Optichrome Print Group, the Optimus print management system is used by over 550 customers

across 23 countries in 8 different languages. Optimus are PrintCity members, and full members of the CIP4 Organization.

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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