

FOR IMMEDIATE RELEASE

## **PIA/GATF receives a donation of LithoTechnics' Metrix 1.5 calling it "an exceptional tool".**

*Sewickley, PA, April 26, 2005* - Alterio Associates, Inc., North American distribution and channel development team for LithoTechnics of Sydney, Australia, recently demonstrated and donated a copy of Metrix 1.5 to the executive staff at PIA/GATF headquarters in Sewickley, PA. "It is fair to say the staff were extremely impressed with the capability of Metrix to streamline production while minimizing waste" said Brian Alterio, President of Alterio Associates, Inc. The print production staff at PIA/GATF were enthusiastic about integrating Metrix into their workflow. Rick Wagner, Production Manager/Senior Estimator said "We're looking forward to using Metrix to rationalize our planning process here. The Metrix interface is very easy to understand."

According to George Ryan, Executive VP and COO of PIA/GATF, "Metrix is an exceptional tool to increase throughput in job planning and prepress as well as in the pressroom. The donation from LithoTechnics Pty Limited will enhance the training programs at PIA/GATF."

Metrix is the first truly automatic layout calculator designed specifically for estimators, customer service representatives, production planners, and prepress operators. The new 1.5 version can plan up to one hundred products, all of different sizes and quantities, mixtures of flat and folded work, and each with different bleeds and grain direction requirements. Metrix calculates the layout at the click of a button.

"Gang printing is very profitable, and more and more commercial printers are using Metrix to capitalize on this opportunity," says Rohan Holt, LithoTechnics founder. "Metrix eliminates the complexities of gang layouts, enabling even the least skilled planner to confidently create instant layouts."

Metrix can also export Preps<sup>®</sup> templates, streamlining prepress production, and exports JDF and CIP3 data to cutters and folding machines in the finishing department. Metrix integrates with compatible MIS systems by importing JDF (Job Definition Format) product specifications.

### **About LithoTechnics**

LithoTechnics is a privately held company founded in 2003 by Rohan Holt. Holt is the original inventor of SuperImpose<sup>™</sup>, the product that was adapted and renamed UpFront<sup>®</sup> 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>.

### **About Alterio Associates**

Alterio Associates is a privately held consulting company located in Medford, Massachusetts, just outside Boston. Alterio Associates specialize in providing consulting services to the print industry, and in seeking out and bringing innovative technologies and products to market.

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

Copyright © 2005 LithoTechnics Pty Limited. Metrix is a trademark of Outback Software Pty Limited and may be registered in certain jurisdictions. JDF is a trademark of the CIP4 Organization. Other company, brand, or product names are for identification purposes only and may be trademarks or registered trademarks of their respective holders.

LithoTechnics Pty Limited  
5 Raymond Road Thirroul  
NSW 2515 Australia  
ABN 15 106 167 337  
phone: +61 (0)2 4225 1103  
fax: +61 (0)2 4225 1106  
information@lithotechnics.com  
[www.lithotechnics.com](http://www.lithotechnics.com)

Alterio Associates, Inc.  
55 Charnwood Road  
Medford, MA 02155  
USA  
phone: +1 781 771 2229  
fax: +1 781 393 4566  
info@alterioassociates.com  
[www.alterioassociates.com](http://www.alterioassociates.com)