

FOR IMMEDIATE RELEASE

Graphic Systems Australasia appointed to resell Metrix throughout Australia and New Zealand

PacPrint '05 - Melbourne, Australia, May 24, 2005 - LithoTechnics is pleased to announce the signing of an agreement with Graphic Systems Australasia (GSA) to resell Metrix, the automatic layout calculator, throughout Australia and New Zealand.

Developed in Australia, Metrix is a software solution designed to automate the creation of layouts for gang printing. Its patent-pending layout calculator can quickly and easily create the most efficient and cost-effective layout for combining different jobs on a single sheet. This results in reduced stock wastage and plate consumption, fewer press make-readies and faster throughput of production jobs.

Used primarily in the estimating and planning stages of job production, Metrix can also be integrated with existing workflow systems, exporting JDF, CIP3 and imposition templates to prepress and postpress production systems to reduce job set-up times and eliminate errors.

For example, Metrix can be used to export sheet layout data to imposition programs such as DynaStrip, supplied by GSA, or to postpress systems such as the MBO Data Manager system for folding equipment supplied by GSA's parent company, IPP. Demonstrations of the Metrix software on the IPP/GSA stand at PacPrint will highlight the potential workflow solutions and benefits.

"We are very pleased to add Metrix to our range of workflow solutions," said Terry Crawford, GSA Business Unit Manager – Electronics. "This will enable our customers to become more competitive and efficient in the short-run, fast turnaround market without any additional upgrades to their equipment."

"Metrix is a unique time-saving and cost-saving tool that will dramatically reduce stock wastage and simplify the whole process of job ganging. It has a number of applications, not just in the short-run market but also for large format presses and sheetfed label-making."

Rohan Holt, the founder and lead developer of LithoTechnics and Metrix, said that although the Australian-based company already had a number of customers here and overseas, the appointment of GSA as a reseller would offer a number of benefits.

"We're very excited with the appointment of GSA as distributor for Metrix throughout Australia and New Zealand. Metrix is a natural complement to GSA's existing workflow products, offering new and existing customers the opportunity to increase profits by gang printing."

"LithoTechnics is primarily a technology development company so, while GSA has the necessary sales and support expertise to better serve customers in these areas, we can focus on what we do best."

Metrix product highlights

- automatically calculates complex layouts for different-sized flat and folded products

- reduces the number of press makereadies and plate consumption by instantly calculating complex ganging layouts
- the patent-pending, industry-specific algorithms consider all important factors such as product bleeds, grain direction and required quantities, as well as press imageable area and postpress requirements
- the Production Edition exports layout data in CIP3, JDF and imposition templates for integration with prepress workflow and postpress equipment
- imports JDF product descriptions from supporting estimating and management information systems
- produces comprehensive production reports with project data
- available as a standalone application or for multiple users
- simple and intuitive to operate, with twenty levels of undo and redo

About Graphic Systems Australasia

Graphic Systems Australasia is a specialist supplier of equipments, systems, software and support for the local prepress sector. It is the exclusive agent in the region for Fujifilm products including input devices, workflow software, proofing systems and CTP devices as well as the popular Brillia range of printing plates. The company also supplies Fuji Hunt on-press chemistry, DynaStrip imposition software, Blackmagic proofing software as well as proofing media and consumables. It is also exclusive agent in Australia for Scitex Vision digital wide format printing systems. With offices and warehouse facilities in all major metropolitan centres, GSA provides a national service and support network backed by expert staff specialising in all aspects of prepress production.

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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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