

FOR IMMEDIATE RELEASE

## **Metrix adds value and efficiency to Agfa's :ApogeeX workflow at Print '05**

*Medford MA, USA, August 17, 2005* – Agfa will be demonstrating Metrix® in their Commercial Print booth #7900 at Print '05. According to Steve Musselman, Agfa's Senior Manager, Market Development, Digital Solutions and Emerging Technologies, "Metrix is a great illustration of the value of a JDF-enabled workflow. Agfa is pleased to show the interoperability between Metrix and :ApogeeX, and how in this pairing, the JDF standard provides practical benefit for the small- to mid-sized printer. Enhanced efficiency is the key to enhanced profits. With Metrix and :ApogeeX, our customers have the tools to produce more work, more efficiently."

Metrix, the 2005 PIA/GATF InterTech Award winner, has become the recognized leader in job planning automation software because it eliminates the complexities inherent in the production planning process, and does so with ease and simplicity. Metrix has been designed from the ground up to be interoperable with JDF-enabled prepress systems, management information systems, and JDF- or CIP3-enabled cutters and folders. "Workflow vendors are embracing Metrix because it adds considerable value to the product line while providing end-users with more options for JDF-enabled workflows that speed throughput and reduce overhead. We look forward to the continued success of Metrix at Print '05," says Lisa Alterio, Principal of Alterio Associates, Inc., North American distributor of Metrix.

Metrix is an automatic layout calculator for production planners, estimators, CSR's and prepress operators. Metrix provides commercial printers with amazing bottom-line benefits as it facilitates commonly known but under-utilized strategies such as gang printing. "Gang printing is very profitable, and more and more commercial printers are using Metrix to capitalize on this opportunity," says Rohan Holt, founder of LithoTechnics. "Metrix eliminates the complexities of gang layouts, enabling even the least skilled planner to confidently create instant layouts."

### **About Alterio Associates**

Alterio Associates, Inc. is a privately held company located in Medford, Massachusetts, just north of Boston. Alterio Associates specialize in seeking out and bringing innovative, print-related technologies and products to market.

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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. Metrix, LithoTechnics' flagship product, received the prestigious 2005 PIA/GATF InterTech™ Technology Award, recognized industry-wide as a symbol of technological innovation and excellence. 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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