



FOR IMMEDIATE RELEASE

## **LithoTechnics announces compatibility between Metrix<sup>®</sup> 1.7 and Adobe<sup>®</sup> Acrobat<sup>®</sup> 7 JDF**

*Chicago, Illinois, September 9, 2005* - LithoTechnics Pty Limited ([www.lithotechnics.com](http://www.lithotechnics.com)) is demonstrating for the first time at Print 05 the newest version of their award-winning product, Metrix. LithoTechnics has incorporated many important new features into version 1.7 to boost the productivity and enhance the JDF interoperability of Metrix, not the least of which is the ability to import JDF files from Adobe Acrobat 7 Professional.

Rohan Holt, LithoTechnics founder states: "Printers who have a JDF-enabled MIS and Metrix have already been taking advantage of this functionality. Rather than risking data entry errors, they import JDF product descriptions directly from their MIS and then let Metrix calculate the layout. What's unique about this development is that it provides a certain level of JDF interoperability to an even wider market."

Metrix is the world's first automatic layout calculator, enabling CSR's, production planners, estimators, and prepress operators to automatically create all types of layouts, considering production requirements such as trim size, folding characteristics, run length, bleeds, grain direction, press capabilities, and postpress processing. Metrix also reduces the number of press makereadies and plate consumption by instantly calculating complex ganging layouts, and maximizes manufacturing potential by enabling planners and estimators to try various "what-if" scenarios at the click of a button.

After Metrix creates the layout, operators are able to export JDF from Metrix that includes all press sheet geometry, marks, and PDF content filenames to JDF-enabled workflows and JDF-enabled RIPs.

Metrix 1.7 will be demonstrated at LithoTechnics' booth #8745 at Print 05, at Prism USA booth #6521, and at various prepress vendor locations throughout the show.

### **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. Metrix, LithoTechnics' flagship product, received the prestigious 2005 PIA/GATF InterTech<sup>™</sup> 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.

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](mailto:information@lithotechnics.com)  
[www.lithotechnics.com](http://www.lithotechnics.com)

### **Distributed in North America by:**

Alterio Associates, Inc.  
55 Charnwood Road  
Medford, MA 02155 USA  
phone: +1 781 210 4226  
fax: +1 781 210 2232  
[info@alterioassociates.com](mailto:info@alterioassociates.com)  
[www.alterioassociates.com](http://www.alterioassociates.com)

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

09/2005 LTPR050909c