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## **Optimus and LithoTechnics to demonstrate cutting-edge JDF integration at IPEX**

*Birmingham, UK, April 3, 2006* – LithoTechnics Pty Limited and Optimus today announced plans for live demonstrations of JDF interchange at the upcoming IPEX show in Birmingham, UK.

Visitors to the Optimus stand (#20-C23) will see Optimus 2020 and Metrix 2.0 work together using the Job Definition Format (JDF) to automate estimating, planning, costing, and imposition. A JDF file describing a complete publication will be exported from Optimus 2020 v3, and then used by Metrix 2.0 to automatically calculate the imposition layout. This workflow achieves maximum productivity and profitability while allowing for operator intervention when necessary.

Henny Van Esch, International Director of Optimus, notes, "Our customers will certainly benefit from this new level of integration. Metrix adds unique functionality that will prove valuable in the daily battle against wastage and lost time. Operators can review the graphical layout results calculated by Metrix and make informed decisions very early in the job planning phase."

Rohan Holt, founder of LithoTechnics, added "JDF automation is not a dream of the future – it is here today. Printers are proving that JDF can be implemented in stages, resulting in tremendous savings. The Optimus-Metrix link is one example of automation that enables customers to realize efficiencies in production planning and layout creation right out of the box. We are very excited to be working with Optimus to bring this solution to our mutual customers."

Both Optimus and LithoTechnics are full members of the CIP4 Organization, dedicated to the adoption and advancement of the JDF standard. Both companies have demonstrated a commitment to developing and marketing solutions that automate and streamline print production.

### **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>

### **About Optimus**

Optimus is one of Europe's leading suppliers of management information systems, providing a complete range of modules to virtually every sector of the printing industry. The Optimus 2020 MIS system is available in eight languages and sold in more than 22 countries.

Optimus was the first company to launch an MIS system for the UK graphic arts industry in 1984. The company has its roots in the graphic arts market - its parent being the Optichrome print group - and has remained unique amongst MIS suppliers in having a background within the industry.

The modules available within Optimus 2020 include estimating, stock control, invoicing, scheduling and job tracking. There are also shop floor data collection and business-to-business facilities. Customers include commercial sheet-fed and web offset printers as well as digital, direct mail, packaging and label companies.

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