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Metrix Gains Growing Reputation for Ease of Use, Productivity

Phoenix, Arizona, October 29, 2007 – “Metrix is so easy – it’s like a video game for printers!” – Vincent Sita, Rex Three, Inc.

Rex Three, Inc. (Rex3) is a full-service graphic communications company located in Sunrise, Florida. The privately-held concern was founded in 1959 as a photo engraving business, but has evolved into a total graphic solutions company offering products and services encompassing everything from concept to delivery. Rex3’s upward growth over its almost 50 years in operation has been sure and steady – annual sales today are up around the \$25 million mark.

Vincent Sita, VP Manufacturing at Rex Three, attributes the company’s success to “a forward-thinking philosophy, along with continuous investment in the education of the people who work here, and constant improvement to the technical infrastructure.”

Metrix, purchased in early 2007, was one of those improvements. When asked why he purchased Metrix, Sita replied, “Primarily because the other planning software we were using did not fulfill the vision we had for it, and Metrix seemed like it could. The vision was that our CSRs would be able to make their own layouts and then send the templates in to prepress. But we found the other planning software very difficult to learn, so we never ended up with more than two people who really knew it well. The rest of the CSRs were intimidated by it, so we never really got it up and running. For one reason or another we were also not able to successfully connect it to our imposition software, so the templates were still being re-keyed in prepress.”

Sita continued, “Metrix seemed to be easier to use, and our experience proved it was. Our CSRs learned it in about an hour – Metrix is so easy, it’s like a video game for printers. Also, the Metrix License Server makes it an attractive package – install it anywhere you like, but just use the number of seats you purchase. In the end, I got a 5-seat installation of Metrix for about what it would have cost me for a single upgrade of the other software product. Also, Metrix sends data to Rampage without any problem – and with the new version of Rampage and Metrix coming out I expect that will get even slicker. The bottom line is that Metrix was able to deliver on the vision we had.”

The 5-seat installation of Metrix gets a real workout at Rex3 – four CSRs, three estimators, and three prepress operators all use it for different tasks in the production chain. This efficient use of resources is made possible by the speed with which Metrix creates and produces layouts and imposition information. “Our current Metrix workflow begins with the estimator who initiates the job once it enters production, followed by the CSR who opens it up, makes sure the layout will work for the pressroom, checks the

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quantities, sheet sizes and so on, and links the PDF files to the layout,” said Sita. “Then all the prepress operators have to do is open it up and print.” Sita added, “With the new level of JDF compatibility coming out, we’ll be able to send an unpopulated JDF to Rampage – so we won’t even have to link the PDF on book work. On gang work we’ll still link the PDF in Metrix.”

Sita has not done a detailed analysis of the return on investment for Metrix, but reckons the annual labor savings to be around \$120,000. “On average, if there are no serious curve balls, layout and imposition are done in 10 minutes or less. Besides, Metrix keeps the errors down. The way it communicates a job is very cool – everything is very visual, and you get instant feedback. The layouts are easy to read so confusion on the combo runs has gone away. I also like the fact that Metrix uses JDF folding patterns.”

Sita concluded by citing his satisfaction with the responsiveness of LithoTechnics: “Every build of Metrix is something new and something we wanted. They are very quick to react and open to suggestions, and that’s one of the reasons I selected Metrix. I also have that with Rampage and Pace, and that’s what I look for in a software vendor.”

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. With offices in Phoenix, Arizona, and 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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