

FOR IMMEDIATE RELEASE

## **Metrix® Users Win 2008 CIPPI Awards for Best Process Automation**

*Sydney, Australia, June 9, 2008* – LithoTechnics, developer of Metrix, award-winning, intelligent job planning and imposition system, announced today that two Metrix users have won the prestigious CIP4 International Print Production Innovation Award (CIPPI) for 2008.

The CIP4 Organization established the CIPPI awards "...in order to recognize leading printers, publishers, or prepress services that have demonstrated uncommon leadership in their pursuit of process automation technology."

Pragati Offset of Hyderabad, India, a Metrix user since 2006, won the honor for "Best Process Automation Implementation – Emerging Markets." Said the CIP4 judges: "Excellent knowledge in computers and software industry. Methodology is a good example of what has to be done. Very efficient integration in a short amount of time, sounds even easy!..."

Harsha Paruchuti, Executive Director of Pragati Offset, remarked: "I am very happy to have received the 2008 CIPPI Award for Best Process Automation Implementation in Emerging Markets. I take this recognition as an additional perk, because we have already been seeing the advantages of faster planning/process and error-reduction due to this implementation. Metrix with its strong JDF base and its easy-to-use interface has been a key part of making this happen. With the support of the team at LithoTechnics, we have no doubt that we will continue to improve and further automate our process."

Southern Colour of Victoria, Australia, a Metrix user since early 2007, took the prize for "Best Process Automation Implementation – Asia Pacific." The judges commented, "Good explanation, of goals and methodology. 250% more plates with 30% less staff. Very objective statements on competition," and "This is an example of a company that sees this as a change in the way they do business and keep going on to the next area with the process."

"Metrix is a remarkable application," explained Allan Gardiner, Pre-Press Manager at Southern Color (Vic). "It enables our planners to quickly build accurate production plans and layouts, dynamically adapting the plan as changes are made. The user-interface is very intuitive and the software is cleverly designed. Now, rather than spending time folding pieces of paper our planners can perform quick 'what if?' scenarios to find the most efficient way to manufacture our jobs, automatically considering all necessary parameters – folding, press and binding equipment capabilities, sheet sizes, even grain direction. The resulting production plans can be printed as detailed reports, and can also be passed on as industry standard JDF files that can be used with other downstream processes within our workflow."

LithoTechnics, Inc.  
1271 S. 229th Ave.  
Buckeye, AZ 85326  
USA  
Tel: +1 623 594 1408  
Fax: +1 831 307 9483

LithoTechnics Pty Ltd  
Level 1, 84B Princes Highway  
Fairy Meadow NSW 2519  
Australia  
ABN 15 106 167 337  
Tel: +61 2 4284 4566  
Fax: +61 2 4283 1278

LTinfo@lithotechnics.com  
www.lithotechnics.com



Rohan Holt, President of LithoTechnics, said, "We are honored to be a part of our customers' success in implementing process automation, and thrilled that they have been recognized for their innovation and achievements."

The Metrix 3.0 family includes Metrix Commercial, Metrix Max, Metrix X-8 and Metrix X-80, targeted at different segments of the commercial print market. All editions are available on Mac OS X and Windows, and all automatically plan and impose flat, folded, and bound work. All editions can import JDF and export imposed PDF. Select editions include Auto Plan, and export various forms of JDF for prepress and finishing. The entire Metrix family is available in English, German, Spanish, and French.

### **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>**

### **Contact Information**

Davo Laninga, LithoTechnics, Inc.

Tel: +1 623 594 1408

Email: [davo@lithotechnics.com](mailto:davo@lithotechnics.com)

Copyright © 2008 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.