

PRESS RELEASE

For Immediate Release

11th June, 2007

Positive Focus extends its range with Impostrip

Positive Focus has extended its product range, and its reputation as the source of industry leading imposition solutions, by signing a distribution agreement with **Ultimate Technographics**, the Canadian manufacturer of the **Impostrip** range.

Ultimate recently announced compatibility with the Gradual SWITCH range, allowing automated imposition to form part of a SWITCH workflow. Positive Focus also distributes the Gradual product range in the UK and Ireland and is actively recruiting resellers and integrators.

Commenting after the signing, Ivor Dixon, Managing Director of Positive Focus said, 'There are now very few areas of pre-press where one single product has a monopoly of all the best features. Our policy has always been to offer our end users, and our resellers, a selection of industry-leading technologies that fit as many different situations as possible. The **Impostrip** product range gives access to hot-folder capable imposition, for Mac and Windows, that can be automated and incorporated into a more comprehensive workflow, just what the on-demand and digital print market has been looking for - and the price point is right too. Farther up the scale we have multiple client versions like Impostrip Unlimited that enable whole workgroups within a pre-press department to benefit from a feature-rich server-based imposition environment at a highly competitive price.'

'The introduction of **Impostrip OnDemand Digital 5.2** with an **Optimised PDF** option is typical of Ultimate's commitment to keeping pace with changes in printing technology.' Dixon continued. 'Optimised PDF accelerates VDP and step and repeat jobs like business cards in digital print. Elements that repeat from page to page are cached in the RIP, speeding up imaging. If the imposition software does not support optimisation it produces a "fat" PDF for every imposed sheet, increasing file size and imaging time. Optimised PDF makes a PDF workflow for VDP as efficient as some of the proprietary DFE's using formats like PPML, but with the advantage of image compression to give smaller, more easily transported files.'

Impostrip OnDemand Digital is a stand alone product on Windows and Mac that will process PDF and PS files from any source, or work with JDF or HP .imp workflows. It supports digital and DI presses and CTP up to 760mm square and can be published on a network as a server application through the hot folder configuration. A fully working 5 day demo can be downloaded at <http://www.imposition.com/ondemand.html>. Positive Focus has a special introductory price of £1,650, with a yearly service plan including all updates, updated filters, and special prices on upgrades at £193. Contact Positive Focus (www.positivefocus.co.uk), on 08456 120 246, for more details, or buy on line at www.software4print.co.uk.

Picture provided (see below)

About Positive Focus

Positive Focus has nearly 30 years experience in production for print. We are independent distributors and integrators of best of breed software solutions from innovative manufacturers, including Kodak Graphic Communications, XMPie, LithoTechnics, Global Graphics Software, Bremy, Gradual Software, Ultimate Technographics, Apago Inc., callas Software, Hamillroad, Serendipity and IcenTechnology. Our principal areas of expertise include Imposition, JDF integration, Workflow automation, PDF technologies, Proofing and Personalisation.

For more information on the product range and services, visit www.positivefocus.co.uk.

About Ultimate Technographic

With headquarters in Montreal, Canada, Ultimate invented digital imposition over 15 years ago with the first release of Impostrip - and ever since has continued to play the market leading role in providing the most innovative and progressive imposition products in the market. Several companies have emulated Impostrip, but none have come close to developing a product that is as simple-to-use, or takes advantage of client-server imposition workflows, providing market leading speed. We have over 25,000 imposition solutions sold to prepress professionals and digital printers around the world, and a rich history of providing imposition technology into hardware and software workflow solutions for print industry providers including; AGFA, Kodak, Xerox, Creo, HP, Xeikon and many more.

Editorial Contact:

Ivor Dixon
Positive Focus
12C Shepperton Business Park
Govett Avenue
Shepperton
Middlesex
TW17 8BA
Tel: 08456 120 246
Mobile: 07976 308 302