

# PRESS RELEASE

For Immediate Release

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## PowerSWITCH shipping soon

Gradual Software is planning to ship PowerSWITCH, the third member of the SWITCH workflow automation family, early in September. PowerSWITCH is currently undergoing extensive Beta testing and, according to Ivor Dixon, Managing Director of Positive Focus, the UK distributor, is creating 'considerable interest, because it offers a degree of automation control we have never seen before, certainly not in a truly cross-platform, non-proprietary workgroup product'. Positive Focus will be showing the new product on Stand 528 at Digital Print World.

Early adopters of PowerSWITCH can pre-purchase before release and save over £700 on the normal price of £3,599. This offer now ends on 31st August. Details from Positive Focus on 08456 120 246, or from the Tier 1 resellers listed on [www.gradual.com](http://www.gradual.com).

With full scripting support, PowerSWITCH allows you to customise nearly any aspect of how it processes jobs. You can create custom tools to control third-party applications that aren't supported out of the box, to integrate with a DAM or MIS system, or to interact with a proprietary solution. PowerSWITCH supports JavaScript (on both Mac and PC), AppleScript (on Mac OS X) and Visual Basic Scripting (on Windows).

PowerSWITCH provides tools to read incoming metadata in various formats including XML, Adobe XMP and JDF. Workflows can be made more "intelligent" by taking advantage of the metadata stored within documents. The contents of metadata fields can be used in flows to make routing decisions or to set processing parameters for automated tasks, and captured metadata can also be handed-off to other solutions.

LightSWITCH and FullSWITCH, the two family members launched at IPEX, are single desktop solutions for file movement, filtering and notification, with FullSWITCH offering a series of configurators to control third party applications like Adobe PhotoShop and callas pdfColorCorrect. PowerSWITCH builds on these features and is a workgroup tool, using a client application (SWITCHclient) that allows anyone in the workgroup to submit jobs from their own workstation, track progress, intervene when jobs are being held for inspection and to access activity logs. The administrator can set up flows, determine access rights and keep an eye on all jobs. PowerSWITCH ships initially with 5 SWITCHclient licenses and additional licenses can be purchased. PowerSWITCH is compatible with Mac OSX 10.4 and higher on both PowerPC and Intel platforms and with Windows 2000 Server, Windows 2003 Server and Windows XPPro.

**About Gradual Software**

Gradual Software was established in November 2004 to develop and deliver software for full automation across the numerous stages of professional publishing. Gradual's automation solutions are designed to benefit all participants in the publishing workflow, including content originators (authors and designers), content processors (editors, designers and layout artists), brand owners (publishers and marketing departments) and service providers (printers). As the next-generation successor to its original CaslonFlow product, Gradual now offers the SWITCH family of workflow automation software.

Gradual Software is privately held by its management team, and is located in Ghent, Belgium. For more information, please visit [www.gradual.com](http://www.gradual.com)

**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, Gradual Software, Apago Inc., callas Software, Hamillroad, Serendipity and IcenITechnology. Our principal areas of expertise include Imposition, JDF integration, Workflow automation, PDF technologies, Proofing and Personalisation.

**Editorial Contact:**

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