

PRESS RELEASE

For Immediate Release

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XMPie includes XLIM in new InDesign Server based PersonalEffect

PersonalEffect, the server based cross-media variable-data publishing platform from XMPie is the first commercially available product to implement the Adobe InDesign Server. Positive Focus, who distribute XMPie products in the UK and Ireland, will be shipping the new version immediately, and it will also incorporate XLIM technology for ultra-rapid production of variable business documents.

Moving to InDesign Server means better utilisation of processing power on the uProduce server. PersonalEffect ships with a single instance (SI) server for one processor, but can be upgraded at purchase to single, dual or quad processor multiple instance (MI) versions. Each MI processor can handle two concurrent print streams. Additional Extension Servers with the same configurations can be added to improve or extend print and proofing performance or drive more output devices.

XLIM technology allows graphically uncomplicated documents to be produced at vastly increased speed. XLIM is an additional application, supplied as part of the PersonalEffect Server, which routes conforming documents to a customised print stream running in parallel with the VI data. XLIM conforming documents can be built and checked in InDesign with XMPie uDirect or uCreate. This enables standard business documents and transactional print to be produced in the same environment as graphically challenging, highly personalised documents and maximises throughput on the press.

Included in the 2006 product releases is PersonalEffect Platinum Edition, combining the Web2Print Platform Edition with an Extension Server, uStore, ulmage and uChart. A Desktop Site License is available for PersonalEffect users who need flexible options to procure multiple copies of the desktop components and add-ins. uDirect Professional Premium is a bundle including ulmage and uChart, saving £1000 over purchasing the components separately.

Positive Focus can be contacted on 08456 120 246 or at xmpie@positivefocus.co.uk. They are booking demonstrations now and will be showing the full XMPie range on Stand 20-D45 at IPEX and the desktop products at Adobe Live.

About Positive Focus

Positive Focus is a provider and integrator of graphics and prepress solutions, with more than 25 years experience in print production. The company distributes Preps, Pandora and UpFront from Creo, a subsidiary of Kodak; Jaws PDF products from Global Graphics Software, Infix and Gemini PDF editing tools from Icen Technology Ltd. and Blackmagic proofing solutions from Serendipity in the UK and Ireland. Positive Focus also provides systems integration for Jaws PDF Courier, XMPie, Enfocuss and Markzware products. For more information on the product range and services, visit www.positivefocus.co.uk.

Editorial Contact:

Ivor Dixon
Positive Focus
12C Shepperton Business Park
Govett Avenue
Shepperton
Middlesex
TW17 8BA
Tel: 087000 52152
Mobile: 07976 308 302