

# U L T I M A T E

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## Impostrip Barcode Keeping track of paper in a digital world

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**Montreal, Canada, April 12<sup>th</sup>, 2007** Ultimate Technographics Inc,

<http://www.imposition.com/>, the leading imposition software developer and the inventor of digital imposition, is introducing **IMPOSTRIP Barcode**, which will be shown for the first time at the AIIM / On Demand Show in Boston April 17-19. Visit us at booth 943, or at the HP and IBM booths, to learn more about this solution.

### **What you can use it for?**

Impostrip Barcode helps solving the problem of tracking and organizing paper in a digital world. Once something is printed to paper is no longer "digital", it has been converted to a static analog print. Locating it, organizing it, determining what job it is, what customer it belongs to can be a challenge, that is particularly unprofitable in a digital print environment where the job maybe one impression, even if it can be part of a VDP run of thousands.

Barcodes can also be used to pass on information to press and post-press equipment to increase accuracy of finishing operations and insure the integrity of variable documents. Barcodes can keep track of each job making sure all pages in personalized booklet do not lose a sheet because of press paper change or jams, likewise with finishing equipment.

Impostrip Barcode allows users to create barcode marks that can be placed in Impostrip as any other marks. All of the barcode marks will be available in the Marks Palette and applied to Templates/Signature or sheet. Impostrip Barcode will come in two versions, one for sheet identification and one for a higher level of tracking, where each page or element can have an individual barcode. This is particularly important for web2print and personalized marketing where projects are mixed and matched together for sheet optimization.

### **Information in the Barcode**

Impostrip Barcode allows users to define Impostrip Variables, like Signature Number, Color, Job Comment, Job Name, etc., plus custom variables. Variables *values* are calculated at printing time and converted to a barcode, which will be printed at the output in the position defined in an Impostrip Template.

### **Mark Positioning**

These marks can be applied to paper anchor points or pages with the precision need. Mark Adjuster will be used to adjust the position of the barcode marks, as it is for other marks.

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## **Output**

Barcode Marks will be printed with the following output formats: PS, PDF, JDF, PJTF and Mockup. Imposstrip Barcode is a plug-in to all of the Imposstrip products. It will be shown first with Imposstrip OnDemand Digital. Imposstrip Barcode is a Windows product; later a Mac version will be released.

## **True Automation**

The processing and printing of barcodes is supported in all of Imposstrip's automation features like Hot Folders and Dynamic Templates. Users will be able to automate their workflow using barcodes with Dynamic templates eliminating the need for hands on barcode positioning. Jobs of various trim page size and various lengths can be imposed with barcodes using the same hot folder.

## **Integration Services for digital print automation**

Ultimate offers integration services to digital print customers who require linking Ultimate automation solutions to their Web2print, data bases and MIS systems. Ultimate uses simple to integrate XML interfaces, JDF and Dynamic Hot Folders to create completely automated print solutions for digital printers from job submission through printing.

## **About Ultimate**

Headquartered in Montreal, Canada, Ultimate invented digital imposition over 15 years ago with the first release of Imposstrip, and has continued to play a leading role in the market ever since in providing the most innovative and progressive imposition products. The company is continually evolving Imposstrip to be the first to take advantage of new operating systems or DTP applications and over 150 other applications supported in PostScript and PDF. Over 25,000 imposition solutions have been sold to date to prepress professionals and digital printers around the world, and the company has a rich history of providing imposition technology into hardware and software workflow solutions for print industry providers including AGFA, IBM, Kodak, Xerox, Creo-POD, HP-Indigo, Glunz & Jensen, Enfocuss, Xeikon and many more. [www.imposition.com](http://www.imposition.com)

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