

U L T I M A T E

For Immediate release

September 4, 2007



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At Graph Expo:

Impose Yourself with Ultimate and its partners, HP, InfoPrint Solutions and Xerox.

Montreal, Canada, September 4, 2007 Ultimate Technographics Inc, <http://www.imposition.com/>, the leading imposition software developer and the inventor of digital imposition, is pleased to announce its Graph Expo plans. Ultimate will be demonstrating its complete Imposstrip product line in booth 5427 and showing specific automated solutions for digital print in live production with HP, RICOH-IBM InfoPrint Solutions Company and Xerox.

Look for the orange Ultimate booth with 4 demo stations showing all of our solutions on both PC and MAC, you will also be seeing us at our partners' booths; look for people in the orange shirts:

HP:

At the always very colorful HP booth, you will see IMPOSTRIP On-Demand Digital demonstrating automated imposition for a personalized project, creating a direct mail piece as a postcard printed on HP Indigo 3500 press and the HP Indigo 5500 press.

RICOH-IBM InfoPrint Solutions Company:

At the InfoPrint Solutions booth, the newly formed joint venture of RICOH and IBM, Ultimate will be showcasing IMPOSTRIP Book Stacker LIVE. While driving the high speed InfoPrint web press for On-Demand book printing, you will see how the automation aspect is key to your On Demand Book Printing operations.

XEROX:

The Xerox team will be showcasing IMPOSTRIP On-Demand Digital within an application where Print Shop Mail, a web-to-print solution, will be sending jobs to Process Manager, using IMPOSTRIP On-Demand Digital to produce and automate the imposition. Also see an automated web-to-print digital book production project, using Book Production System software, through a complete workflow using FreeFlow Process Manager and IMPOSTRIP Book Stacker in order to place a book in multiple stacks per sheet– up to 6 in this application– in order to make your digital book printing operation profitable.

AT OUR BOOTH (#5427)

Our booth, located in the prepress area will be showcasing all our solutions. Our brand color exposed at all sides, you will be thinking orange when you think about:

- Automating your photo production
- Automating your web-to-print and VDP operation
- Automating your on-demand book printing operation
- Imposing accurately according to your individual needs, for OFFSET and DIGITAL printing
- And more...

Ultimate will be showcasing the latest versions of the Imposstrip Product line.

For Digital Printing: Imposstrip On Demand Digital 5.3 with support for photo formats and Acrobat 8; Imposstrip Card Stacker 2.0 supporting automated free-form ganging of different page sizes and quantity optimization; Imposstrip Book Stacker 1.2.

For Offset Printing: Imposstrip 8.5 with JDF ink and finishing control data, and Hybrid Job Ganging. Imposstrip Page Pairing 2.0 with controls for fan-out and web growth. Support for

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Acrobat 8 native PDF imposition. Ink Ready 2.0 is now featuring dot gain calibration and supporting Acrobat 8.

Impostrip On-Demand for DI presses and small format CTP can be seen in the Presstek booth and Glunz & Jensen will be showing their i-Position, an Impostrip version with their iCTP. It can also be seen with the EnFocus Automate workflow and Gradual's PowerSwitch workflow.

If you can't make it to Chicago, you can get more information on our website:

www.imposition.com

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