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Ultimate
Technographics
300 Leo Pariseau
Suite 2001
Montreal, QC H2X 4B3
CANADA

Tel: (514) 938-9050
Fax: (514) 938-5225
www.imposition.com

DRUPA
Stand Hall 9/A61

PR contact:
[Dorine Vanleke](mailto:Drorine.Vanleke@imposition.com)
Four Pees
Leiekaai 25A
9000 Gent, Belgium
Skype tompeire

T +32 9 330 60 12
M+32 478 96 89 92

Ultimate Opens European Office

Montreal Canada, May 1st 2008. Ultimate, www.imposition.com is opening an office in Gent, Belgium to better serve dealers in Europe. This office will coordinate channel development and provide technical support training and integration assistance to dealers and their customers.

"Ultimate's innovative solutions for digital print have been rising in popularity in Europe," explains Joanne David, Executive Vice President, "and our partners, dealers and customers have asked us to develop a direct presence in the European market. The opening of this office is part of this new marketing and distribution strategy to organize a modern and dynamic channel to serve the growing business of digital print."

Crossing the Finishing Line...

Ultimate Technographics, celebrating 20 years of innovation at DRUPA, is launching new ways of automating digital print production from web submission, through optimized printing, to finished product tagged for delivery to the customer. We will be demonstrating how we put the '2' in web2print all the way to finishing via various types of connectivity and open workflows. In this new context, Web2Print is extended to include grouping of jobs for best print optimization and automation of finishing delivering best quality.

Ultimate is seeking dealers in Europe who are ready to take up the challenge of integrating new automated solutions for digital print." Most of the current offset workflows recreate on a computer, the stripping room, and static job jacket workflows. We think that the way to secure profit in digital print is a dynamic flow of jobs from web submission all the way to optimized printing and automatic finishing," explains David Watson, President and CEO. "The model of bundling workflow products with a plate supply contract, does not work for the digital or the hybrid market."

...with top European experts

The office will be opened in partnership with Four Pees. Founded little over a year ago Four Pees provides outsourced sales and marketing services to vendors in the graphic arts industry. The Four Pees staff has a proven track record with industry leaders such as Enfocus, Artwork Systems and Kodak (formerly Creo, Scitex). Supported by sales, marketing and technical staff Tom Peire, managing director at Four Pees will be leading European Channel Development for Ultimate.

"With more focus on consultancy the European graphic arts sales channel has changed in the last few years. Even local vendor sales organizations are increasingly looking for software solutions that add value to their customers and help them drive equipment sales." explains Tom Peire, "Ultimate has a unique range of products for the digital print market, "which present a unique opportunity for resellers, consultants and vendors to penetrate or develop the digital print market with the right technology."

To contact Ultimate Europe: Leiekaai 25A 9000 Gent, Belgium. Tom Peire, tom@imposition.com or +32 9 330 60 12.

About Ultimate

Headquartered in Montreal, Canada, Ultimate invented digital imposition 20 years ago with the first release of Imposition, and has continued to play a leading role in the market ever since in providing the most innovative and progressive imposition products. Over 30,000 imposition engines have been sold to date to OEMs, prepress professionals and digital printers around

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the world, and the company has a rich history of providing imposition technology into hardware and software workflow solutions for print industry leaders. www.imposition.com

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PRESS contact:

Europe:

Four Pees

Dorine Vanleke

dorine.vanleke@fourpees.com

+32 9 330 60 12

For additional information Americas:

Ultimate Technographics, Inc.

Joanne David

Tel : 001 514 938 9050 ext. 224