

U L T I M A T E

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Ultimate
Technographics
300 Leo Pariseau
Suite 1825
Montreal, QC H2X 4B3
CANADA

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

Ultimate launches 'Workflow enhancement' campaign to boost full automation in digital printing

Montreal, Canada, January 21, 2010. Ultimate Technographics Inc. launches a new program to promote workflow automation and its newly released Imposition OnDemand Digital Automation version 7. This campaign will have various faces promoting simple integration and automation schemes for each specific workflow partner for whom Ultimate developed its automated imposition tools. Until February 28, Ultimate is proposing the lowest deal ever to Enfocus Switch workflow users upgrading their imposition to V7 or interested in purchasing a new Switch workflow with OnDemand v7.

Switch from Enfocus was the first workflow integrating Ultimate's dynamic imposition hot folders, taking advantage of this unique mechanism to offer their customers with a fully integrated workflow. With Ultimate's exclusive Dynamic Hot Folders, users control all aspects of a job without having to use the application. Dynamic hot folders are unique as it allows a single Switch workflow setup to impose any size jobs, with any page count for a saddle-stitch binding job for example. This is true to any type of binding method. Plugged into Enfocus Switch, users can set Imposition OnDemand Digital Automation Dynamic Hot Folders to insure a full control, yet no hands-on.

Ultimate offers an instant rebate of \$2,500 on a new purchase of Imposition OnDemand Digital Automation V7 with a new Switch workflow. Existing Switch users can also purchase Imposition ODDA and upgrade their Switch version to benefit from the new features that helps automating finishing. Other details of this offer can be found by contacting Ultimate at: info@imposition.com. A training webinar is offered at no extra cost to all new users.

"Using Imposition ODDA's unique Dynamic Template technology, our exclusive Best Fit feature and the intelligent hot folders, customers will be able to increase their production speed without spending very much.", declares Ray Duval, Director of sales. "No wizard needed! Ultimate is providing great benefits for printers that are involved in short run digital printing of any kind or in personalized marketing campaigns and photo books. We are glad to provide our joint customers and partner a way to increase workflow automation in these difficult times."

About Ultimate

Headquartered in Montreal, Canada, Ultimate invented digital imposition 21 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 software solutions. The company is continually improving Imposition to be the first to take advantage of new operating systems and new technologies. Over 30,000 imposition engines have been sold to date to OEMs, prepress professionals and to digital printers around the world. The company has a rich history of providing integrated imposition technology into hardware and software workflow solutions for print industry leaders. For more information on our partners, visit: www.imposition.com

For additional information:

Ultimate Technographics:

info@imposition.com

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