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Ultimate signs a worldwide distribution and service agreement with HP

MONTREAL April 15, 2010– Ultimate Technographics, the world's leading developer of imposition automation solutions for digital printing, today announced a new agreement whereby Ultimate Technographics will provide a Scalable Imposition Server solution and maintenance services to HP Inkjet Web Press customers worldwide.

“Ultimate’s Imposstrip Scalable Imposition server gives print service providers the real-time, high-volume imposition solutions needed to take high-speed production inkjet work flows to the next level,” said Aurelio Maruggi, vice president and general manager, Inkjet High-speed Production Solutions, HP. “Today, customers are printing millions of full-color statements, direct mail pieces and book pages each week on HP T300 presses, and our work with partners like Ultimate creates the comprehensive workflows that allow for continued growth in this market.”

Under the terms of the agreement, Ultimate is providing new imposition software architecture capable of leveraging HP multi-server digital front-ends to ensure workflow optimization for the high-speed HP T300 Color Inkjet Web Press. The agreement will allow HP to offer Ultimate’s Imposstrip® OnDemand Scalable Imposition server to its customers engaged in high-volume transpromo, personalized marketing campaigns and book production. The scalability of the imposition servers allows the customization of each DFE based on the specific production needs and customer’s contractual engagements.

“Ultimate Technographics is honored to become a trusted advisor and to collaborate with HP to provide their customers the most efficient imposition now capable to process over 10,000 PDF color pages per minute,” said Joanne David, president and CEO for Ultimate. “With the high-speed HP T300 Inkjet Web Press, the printing industry is changing and with it must change the tools to print to it. Ultimate is bringing imposition to a high-tech level. By adding Imposstrip® OnDemand automated and scalable imposition to its DFE, HP customers will get the speed needed to draw extensive benefits from their hardware investments, making every single core computer a printing powerhouse.”

IPEX: Visit Ultimate’s booth 12-D100 and HP’s booth 12-AB150 at IPEX to see a virtual demonstration of the HP T300 and Imposstrip OnDemand Scalable architecture.

About Ultimate Technographics Inc.: About Ultimate

Headquartered in Montreal, Canada, Ultimate invented digital imposition over 20 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 software products. The company is continually evolving Imposstrip® to be the first to take advantage of new operating systems. Over 30,000 imposition engines have been sold to date to OEMs, prepress professionals and digital printers around the world, and the company has a rich history of providing OEM integrated imposition technology into hardware and software workflow solutions for print industry leaders. For more information on our partners, visit:

www.imposition.com