

## **Press Release HIFLEX Corp.**

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### **HIFLEX THE ONLY MIS PROVIDER WITH PROVEN “LIGHTS OUT AUTOMATION FOR PRINTERS”**

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**JDF Functionality on the Shop Floor  
Sets HIFLEX Apart as the  
MIS System of Choice for Automation in Print**

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**The 2008 InterTech Award, Twelve CIP4 (CIPPI) Awards  
and the PIA/GATF and CIP4 Certification  
All Give Testimony to HIFLEX’s Unique Status**

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**ASHLAND, NEW YORK, September 30, 2008** – HIFLEX ([www.hiflex.com](http://www.hiflex.com)), developer of management information system (MIS) software solutions specifically for print and media, has announced that the HIFLEX MIS and Web2Print system is the only system that has full JDF functionality on the shop floor from prepress to bindery. Industry examples of JDF compatibility with HIFLEX include Kodak’s Prinergy and Insite Prepress Systems, KBA Logotronic Professional in the pressroom, Muller-Martini stitchers with AMYRS (Automated Make-Ready System), and MBO folders with DATAMANAGER in the bindery.

Gary E. Marron, President of HIFLEX North America, states: “HIFLEX is focused on helping printers to first lower their administrative costs. This is the area of biggest concern to most printers, and what has a stranglehold on their potential for profitability. HIFLEX is the only MIS vendor with a true JDF data structure at the core of the system. What this means is that we are able to not only generate JDFs dynamically for each order but we can import them from a print buyer and export them as well for preflighting on the customer’s desktop against the specs directly from the order. We configure HIFLEX MIS to a printer’s specific rules and equipment

and then generate JDFs dynamically for every order to be printed. These dynamic JDFs include a complete job component breakdown, with JDF parts and sub parts as well as a complete JDF process plan or how the job will be run in the shop and in live production.”

HIFLEX uses the JDF structure to consolidate and flatten the steps required to getting the job done and promotes a new work type called the HIFLEX ‘Super CSR’. This Super CSR does estimates, layouts, quotations, production plans, initial purchasing and scheduling all in one role and leverages the JDF automation of HIFLEX MIS to attain significantly reduced administrative overhead. Once configured, HIFLEX MIS uses artificial intelligence to think like the seasoned estimator and production planner. In addition, HIFLEX’s dynamic JDF files are then distributed to prepress, press and post press to leverage high level automation in each of these areas. Advanced prepress systems such as Apogee, Metrix and Prinergy consume and read HIFLEX’s dynamic JDF files and automatically create templates for every order with no need for manual intervention. Pages are then submitted into these templates to initiate platemaking. HIFLEX Scheduling then sends the HIFLEX dynamic JDF files to press and post press for completely automated machine setups. And lastly, HIFLEX receives real-time Job Messaging Format (JMF) information from all available external systems – prepress, press and post press – and displays them for a live dashboard view of the HIFLEX Production Monitor. Simultaneously, HIFLEX records the live production activities for reporting against the estimated data. This completes the job and is a complete revamping of a printer’s workflow.

Marron continues, “HIFLEX has broken the mold of a traditional printer’s workflow and our customers are experiencing the most productive manufacturing systems available with our advanced systems. HIFLEX has the only proven “Lights Out Automation System” for print available on the market today. Our customers’ twelve CIP4 (CIPPI) Production and Integration Awards, and this year’s PIA/GATF InterTech Award, are a testament to what we deliver.”

### **HIFLEX IN BRIEF**

HIFLEX, with world headquarters in Aachen, Germany, and North American headquarters in Ashland, New York, is an international software provider who develops sophisticated solutions especially for the Print and Media Industry:

HIFLEX MIS (Management Information System) – precisely models and supports all business processes in printing plants and media companies and is subdivided into the business areas Office, Factory and eBusiness. HIFLEX Print Support – high performance web-based

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eProcurement System for printing and media purchasers that provides a highly developed tool to organize the process of print procurement more efficiently. HIFLEX Webshop – new open Web2Print-solution and the only worldwide online print shop with integrated product configuration and implemented Internet ordering of custom formats.

HIFLEX is known world-wide as the technological leader in JDF integration. A close cooperation exists with all well-known press and system suppliers in the print and media industry. HIFLEX is partner member of the CIP4 organization, won twelve of the CIP4 Innovation (CIPPI) Awards and is the PIA/GATF 2008 InterTech Technology Award recipient. HIFLEX is the most successful software provider for the print and media industry. HIFLEX is JDF-certified by the CIP4 Organization and by PIA/GATF.

HIFLEX software is installed in 30 countries and available in 28 languages. About 30% of revenue is re-invested in research and development annually.

[www.hiflex.com](http://www.hiflex.com), [www.printsupport.com](http://www.printsupport.com)