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HYBRID INTEGRATION TO SHOWCASE ITS
PRINT MANAGEMENT SOLUTIONS AT PRINT '09
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**GoPrint, GoProof, and GoTicket Print Management Solutions,
all Powered by JMS™, will be Highlighted at Booth #6758**
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YARDLEY, PA, September 1, 2009 – Hybrid Integration (www.hybridintegration.com), an innovative software development company for the printing, publishing, packaging and specialty markets, and a leader in print management solutions, will demonstrate their Job Management System™ (JMS™ 3.0) at PRINT '09 in Chicago, September 11-16, 2009 in their exhibit booth #6758. In addition they will highlight their GoPrint, GoProof, and GoTicket products and optional modules, all powered by JMS™.

Hybrid Integration can automate both traditional and digital workflows. Their Job Management System (JMS) technology provides a common digital architecture for the publication, commercial print, tag and label, packaging, sign and display markets. Hybrid Integration addresses the entire production workflow, from on-line ordering to delivery, and can integrate with many legacy databases and MIS/ERP systems.

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Mike Rottenborn, President and CEO of Hybrid Integration, summed up his company's strategic mission by stating, "For years, printing companies have been investing in state-of-the-art technology and have acquired MIS and ERP systems, databases, workflows, and equipment, but unfortunately, few of these systems can communicate with each other. Printers need to grab a competitive edge by running a more efficient shop with fewer errors. Manual entry should be reduced to a single effort. All printing company technology investments should share information and organization is key. For several years, Hybrid Integration has been bringing it all together for scores of industry partners including Menasha Packaging, Mercantile Press, Merisel Corporation, Multi Packaging Solutions, National Envelope Corporation, Papa John's / Preferred Marketing Solutions, Stevenson Color, Verizon Wireless, Vertis Communications, World Color, Xerox Corporation and York Label."

A leading industry publication further explained the company's strategy by writing, "Hybrid Integration brings a Web 2.0 middleware approach designed to connect the dots among MIS systems, web portals, financial systems, and prepress, proofing and production workflows, through to fulfillment and shipping."

Dan Lacey, V.P. Sales and Marketing for Hybrid Integration, added, "We are anticipating good attendance at PRINT '09. Our e-marketing efforts have already netted over 100 scheduled demos with prospects at our booth. This is not only an indicator for our success at the show but also suggests success for PRINT '09 itself."

The following high-performance print management software solutions will be demonstrated at Hybrid Integration's booth # 6758:

JMS™ 3.0

The Job Management System™ (JMS™ 3.0) is a middleware integration platform that drives and powers Hybrid's other products and options, and facilitates integration with each printer's legacy systems. JMS is an end-to-end integration software which can establish connections with numerous data sources including: ERP, MIS, SQL, Oracle, Web Services, Prepress Workflows, XML, JDF, JMF, Web Forms and Email Input. JMS can incorporate data from all of these sources as input to custom web portals and job tickets.

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GoPrint

GoPrint is a print management web portal for printers and their customers that is easy to deploy, customize, and support. It offers a job database with order tracking and history. GoPrint provides customer and operator access via any web browser and file upload and download to replace traditional FTP servers. It also has an online CSR with inventory and order status. Options include a digital web-to-print storefront, variable data printing, custom estimating for large format and signage applications, digital asset management, and more.

GoProof

GoProof is a soft proof viewing and collaboration tool that offers file annotation and approval. It supports PDF, raster, 1-bit and native files, and has seamless integration with the GoPrint portal. The combination of GoPrint and GoProof provides full-featured project management capability for printers and their customers, with a high level of security and access control.

GoTicket

GoTicket is a customizable job ticket for printers. Each customer, product type and printing process has a unique set of parameters. GoTicket (powered by JMS™) has a dynamic ticketing structure which allows the user to add all the pertinent fields and publish it as an online job ticket. GoTicket can be auto-populated from MIS, and can link to any workflow for a high level of prepress automation using industry standards including JDF, JMF, and XML.

Customer MIS/ERP features that can be integrated include estimating, billing, inventory and scheduling. Supported third-party systems include EskoArtwork Nexus, Odystar, and Backstage; Dalim; Pageflex; Prinergy; Apogee and others.

About Hybrid Integration

Headquartered in Yardley, PA, Hybrid Integration is a software company with a product approach to integration. Their top-notch development team has over 100 combined years of printing experience and can easily tackle the integration challenges facing the printing industry today. Their clients and partners receive a unique set of advantages that include: vendor-independent solutions based on industry standards, scalable technology for numerous applications and segments, enterprise solutions with low cost of ownership, a JMS architecture that protects your technology investments, and responsive development and management teams. Hybrid Integration's products are sold directly as well as through its distribution partners, Pitman and xpedx.

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