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PRINTABLE AND DATALOGICS PARTNER TO PROVIDE ENHANCED VARIABLE DATA COMPOSITION CAPABILITIES THROUGH PRINTFUSION

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New Variable Print Composition Solution Speeds Customized Print Jobs Within PrintOne Customer Center

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CHICAGO, IL, September 29, 2003 – Printable Technologies, Inc. (www.printable.com), the leading online software provider for the graphic arts industry, and Datalogics (www.datalogics.com), an Adobe Ventures company, and a leading provider of innovative publishing solutions, today announced a strategic partnership to deliver enhanced variable data composition capabilities through Printable's PrintFusion on-line print ordering application.

Printable will supplement and eventually replace PrintFusion's existing variable data publishing engine with Datalogics' DL Formatter, DL-1000, a high-speed, variable print composition solution for personalized communication.

Coleman Kane, President and CEO of Printable Technologies, observed, "We are very pleased to be able to provide our clients the best variable data technology available in the marketplace today. With its flexibility and composition capabilities, Datalogics' technology is uniquely suited to the complex types of variable data-driven applications our customers need to deploy via the Internet."

"DL-1000 is a natural fit for the PrintFusion product," said Jim McNeill, President of Datalogics. "Printable Technologies has built a sophisticated e-commerce infrastructure that streamlines the print creation and procurement workflow."

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PrintFusion enables customized print job ordering within Printable's PrintOne Customer Center. It significantly cuts turnaround times for composing, ordering and processing print jobs containing variable, or dynamic, data components, and streamlines production using templates and catalog ordering. Automatic data merging, copy-fitting and proofing of template-based materials allow end-customers to use the software to perform much of the formerly labor-intensive prepress operations, resulting in substantial time and cost savings for printers.

With PrintFusion3, powered by DL Formatter, templates are created using artwork from QuarkXPress, InDesign, FrameMaker, or any layout application capable of creating PDF files. On the desktop, Datalogics DL-100 application is used to create templates, which are then uploaded and configured with styles, business and layout rules using the Printable Manager web-based interface. When the variable product is ordered, the end-user supplies personalized parameters via the internet, which are then used by Datalogics DL-1000 to generate variable output, all within the Printable server-based workflow.

The DL Formatter's DL-1000 server provides high-end composition capabilities and optimized output streams for presses and RIPs from Creo, EFI, Hewlett-Packard Corporation, Heidelberg, NexPress, Xerox, Xeikon and others.

About Printable Technologies

Printable is the leading provider of online technology to print suppliers and print management companies, enabling them to offer online ordering, tracking and output of variable data, on-demand and inventory print items by end-users from catalogs and job submission centers that are set up, controlled and maintained through existing prepress and production staff. Printable's mission is to provide a powerful and flexible platform that brings value to the entire online procurement process – the customer experience, supplier roles and the production process. By providing key efficiencies for every aspect of the procurement process, the printer will enjoy increased revenues, new business growth and increased customer retention in all program areas.

Printable goes far beyond online print buying to provide a complete e-business solution, which printers can adopt one component at a time. More information about Printable is available on the Internet at www.printable.com.

About Datalogics

Datalogics, an Adobe Ventures company, and a leading provider of innovative publishing solutions, has dedicated over 30 years to delivering the highest quality software products and services which meet the most demanding publishing needs. With more than 400 customers in over 40 countries, Datalogics is a proven supplier of solutions and technologies for print and electronic delivery. The company is on the web at www.datalogics.com.

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