



Printable Technologies, Inc.
201 Lomas Santa Fe Dr.
Suite 270
Solana Beach, Ca
92075-1288

FOR IMMEDIATE RELEASE

PRINTABLE TECHNOLOGIES TO DEMONSTRATE FUSIONPRO 3.1 AT PRINT '05

FusionPro 3.1 – The next generation family of variable data composite on tools.

Solana Beach, CA – September 9, 2005 – Printable Technologies, Inc., the world leader in e-commerce print workflow and Variable Data Printing (VDP) solutions, will demonstrate **FusionPro 3.1**, the next generation family of variable data composition tools at Print 05, September 9-15, 2005 in Chicago, IL.

“Since our purchase of the DL Formatter technology from Datalogics, we have used the technology to create next-generation applications that offer so much more,” said Coleman Kane, President and CEO, Printable Technologies. “FusionPro offers new, more sophisticated tools for document designers which allow for better control of copy fitting and management of dynamic variable text in the document.” Applications for FusionPro range from traditional VDP applications such as postcards to an embedded system that generates customized airline luggage tags or fully customized booklets produced in a “lights out” batch process.

FusionPro Desktop

The FusionPro Desktop tool is Printable's flagship VDP template creation and print-stream output tool, based entirely on an Adobe PDF workflow. Templates with advanced business logic, variable text, graphics, and charts, can be merged with tens of thousands of data records to create optimized print-ready output streams including PDF, PS, VDX, PPML, VPS, VIPP, and more.

FusionPro Desktop is the first step in a scalable solution. Using FusionPro Desktop templates users can grow to include automated or online document creation and ordering with FusionPro Web and FusionPro Server.

FusionPro Server

FusionPro Server accepts templates designed with FusionPro Desktop or FusionPro Designer, performs a high-speed data merge, and produces production-ready data streams with no human intervention. With a queuing mechanism that manages multiple jobs, automatic load balancing, and auto-failover, FusionPro supports both "lights out" batch processing or – as an embedded system – can produce one-off documents.

FusionPro Web

Capable of merging form data, database files, and images *online*, FusionPro Web simplifies the process of creating, ordering, proofing, and processing variable data print jobs. FusionPro Web is a powerful integrated VDP component that works in conjunction with the new PrintOne Customer Center and the Printable Dashboard. When used with an auto job-ticketing workflow, orders go from shopping cart to press queue in minutes.

FusionPro Designer

A "design-only" tool for the rest of the FusionPro family, FusionPro Designer provides access to the powerful design features of FusionPro Desktop, allowing designers to design and proof templates for use with both FusionPro Desktop and FusionPro Server-based web-to-print solutions. Once a FusionPro Designer template has been created and proofed, the cross-platform template is supplied to the target system for output stream composition.

New FusionPro Family Features

- InDesign® CS2™ and Acrobat® 7 support
- Text export with formatting from QuarkXPress® and InDesign
- Powerful imposition tool
 - Multi-up simplex and duplex
 - Horizontal or vertical folding
 - Saddle stitching
 - Perfect bound booklets
 - XYZ ordering and repeating
 - Stacking
 - Slip Sheets
 - Slug Lines, color bars, trim marks
- Improved copyfitting capabilities
- Enhanced javascript editor
- Absolute leading improvements
- SNAP PPML improvements
- New licensing registration features

About Printable Technologies

Printable Technologies is a world leader in providing online Variable Data Printing Solutions to commercial and digital print service providers, ad agencies and direct marketing companies, and the enterprises using their services. Three modules - PrintOne Customer Center, Printable Dashboard, and Printable Manager – comprise the Printable System, delivering real-time integrated business communications applications, online ordering and e-commerce, versioned and variable documents, job submission, and file transfer.

Printable solutions easily integrate with ERP solutions such as Ariba, SAP, and Oracle; content management solutions like Documentum; accounting and shop floor management applications such as Prism and Quantum; and major digital production workflows from Hewlett-Packard, Canon, Xerox, NexPress, and more.

Today more than 500 service providers around the world use the Printable VDP and online workflow systems to serve more than 1,300 corporate customers. Nearly 15% of the Fortune 500 offer desktop access to Printable's products. Improved efficiency for every aspect of the procurement process means printers enjoy higher revenues, new business growth, and better customer retention. For more information, go to www.printable.com.

Media contact:

Printable Technologies

Joe Fedor

Director of Product Marketing

Phone: (858) 847-6600

E-mail: jfedor@printable.com

#

All trademarks mentioned in this document are the property of their respective owners.