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FOR IMMEDIATE RELEASE

PRINTABLE UNVEILS ALL NEW PRINTONE CUSTOMER CENTER USER INTERFACE AT PRINT05

PrintOne Customer Center offers extensive flexibility and UI customization

Solana Beach, CA – September 9, 2005 – At Print 05, September 9-15, 2005 in Chicago, IL, see the new PrintOne Customer Center from Printable Technologies, the world leader in e-commerce print workflow and Variable Data Printing (VDP) solutions. Rewritten in Microsoft .NET and CSharp, the new architecture updates both the interface and the workflow, making them more flexible and easier to use.

“As more consumers buy online, they have experienced a consistent order process on sites like Amazon, e-Bay, and Home Shopping Network. We can now provide a similar ordering and shopping cart experience for print buyers,” said Coleman Kane, President and CEO, Printable Technologies. “And, coming out of the new architecture is the ability to customize all visible elements to match the look and feel of any enterprise website or to localize sites for non-English speaking users.”

Like a chameleon, Printable’s new PrintOne Customer Center can match its surroundings. By incorporating Cascading Style Sheets (CSS) or modifying the html code, it is possible to replicate the look and feel of any enterprise intranet or website, including placing navigation at the top, on the left, or on the right of the screen. Or all formatting can be removed completely to embed the catalog and shopping cart into an existing website.

Buttons, navigation labels, and other website text can be modified to deliver a fully localized portal. French and German are the first languages offered; additional language support will be added in the future.

New in the PrintOne Customer Center is the home page “Info Center.” The Info Center has an “always on” display of catalog favorites and shopping cart status. And users can build personal address books for regularly used shipping addresses. New features included are:

- Faster catalog browsing
- Faster page loading

- Easier to use and navigate
- Flexible user interface
- Custom style sheets
- Language support/localization (French, German)
- Catalog and cart can be inserted into most customer websites

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.

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