



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

See Two New FusionPro VDP Solutions from Printable Technologies® at Graph Expo

**FusionPro Live delivers Web-based editing of document templates and
FusionPro Direct automates high-volume VDP document composition**

Solana Beach, CA – October 15, 2006 – Printable Technologies, Inc., a leading provider of Web to Print (W2P) workflow and Variable Data Printing (VDP) solutions, today announced the general availability of FusionPro Live and FusionPro Direct, two new FusionPro VDP applications offering new options for VDP service providers.

FusionPro Live brings FusionPro template design directly to the web browser. FusionPro Desktop templates can be uploaded to the FusionPro Live server with settings to allow or prevent editing of selected variable frames by the end user. FusionPro Live provides a rich, point-and-click VDP template editing capability as an add-on to the powerful FusionPro Server application. Functionality includes:

- Delivers FusionPro template editing online directly in a web browser interface
- With the Adobe PDF workflow, FusionPro Live previews are identical to the initial template design
- The user interface is modeled on the all-new FusionPro Desktop user interface
- Maintain branding control by selectively preventing online editing at the frame level based on user requirements
- Allows an unlimited number of concurrent users to access the FusionPro Live interface for versioned or VDP workflows

FusionPro Direct automates the high-volume VDP document composition workflow. Installed in a centralized location on the service provider's network, FusionPro Direct accepts VDP composition requests submitted directly from the popular FusionPro Desktop product and routes, schedules, and executes the document composition on a separate server. FusionPro Direct can be setup in minutes and requires no programming to implement. Benefits include:

- Powerful and fast internal VDP workflow automation server for high-volume VDP composition
- Time saving automation of the VDP workflow ensures maximum profit per job
- Productivity gains by freeing the designers' workstation from document composition processing
- Options for email notification and automatic output delivery to RIP hot folder
- Scalable to meet any service provider's VDP needs

"With FusionPro Live to deliver rich VDP template design and editing directly from a web browser and FusionPro Direct to efficiently handle high-volume VDP workflows, our customers will be able to significantly grow their revenues, decrease costs, and solidify client relationships," said Mark Hilger, product marketing manager, Printable Technologies. "Users can now provide a wide range of new, more efficient services with the new FusionPro products being launched at Graph Expo."

See FusionPro Live and FusionPro Direct be demonstrated at the Printable Technologies booth (#4641) at Graph Expo, McCormick Place, Chicago, October 15 through 18.

Additional FusionPro Products

FusionPro Server, suited for integration into custom Web to Print workflows, this solution provides high-volume hands-off print production or on-demand proof generation through a web interface. FusionPro Server includes the DL Queue Scheduler API for FusionPro Server job submissions, the DIF API template API for programmatic modification of FusionPro template files, and the PDF2Image utility for generating raster images of PDF documents for online preview.

FusionPro Desktop is a free-standing variable data printing (VDP) solution that incorporates design, data definition, and document creation in one package. FusionPro Desktop supports an Adobe PDF workflow including document composition from Quark, InDesign, or any PDF document and produces nine different output formats, all included. Templates created with FusionPro Desktop are compatible with FusionPro Server, FusionPro Web, FusionPro Direct, and FusionPro Live.

FusionPro Desktop sells for \$399 and is backed by e-mail product support, access to a knowledge base that includes a library of detailed JavaScripts, and peer support through the FusionPro User Forum. FusionPro Desktop telephone support is available for \$200.

FusionPro Web is capable of merging form data, database files, and images online to simplify the process of creating, ordering, proofing, and processing variable data print jobs. Custom templates are uploaded to the Printable Manager, and composed press-ready files are managed through the PrintOne Dashboard or sent directly to press for an automated workflow.

About Printable Technologies

Printable Technologies is a world leader providing software as a service to the graphic arts industry including Web to Print (W2P) and Variable Data Printing (VDP) solutions. The W2P System is comprised of three modules – PrintOne Store, PrintOne Dashboard, and PrintOne Manager – and delivers real-time integrated business communications applications, online ordering and e-commerce, versioned and variable documents, job submission, and file transfer. Printable delivers FusionPro™ VDP applications to commercial and digital print service providers, ad agencies and direct marketing companies, and enterprise administrative, sales, and marketing operations.

Solutions from Printable easily integrate with ERP solutions such as Ariba, Oracle, and SAP; content management solutions like Documentum; accounting and shop floor management applications such as Enterprise Print Management Solutions (EPMS), PACE2020, and Quantum; and digital production workflows from Canon, Hewlett-Packard, NexPress, Xerox, Xeikon, and more.

More than 800 service providers around the world use the VDP and online workflow systems from Printable to serve over 1,700 corporate customers. Seventy-five of the Fortune 500 offer desktop access to Printable Technologies products. Improved efficiency for every aspect of the procurement process means users enjoy higher revenues, new business growth, and better customer retention. For more information see www.printable.com.

Media contact:

Printable Technologies

Gail Nickel-Kailing

Phone: (425) 894-8524

E-mail: gnickel-kailing@printable.com