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New FusionPro® 5.0 Variable Data Publishing Solution Now Available From Printable Technologies®

Text on a curve and drop-shadows now available.

Solana Beach, CA – October 18, 2007 – Printable Technologies®, Inc., a leading provider of Integrated Marketing, Web to Print, and Personalized Direct Marketing Solutions, today announced the availability of the FusionPro® VDP suite, version 5.0. The latest version delivers new and enhanced features that make the design and composition of variable data documents faster and easier for both technically savvy and occasional users.

“With the evolution of graphic design disciplines and variable document production, service providers and corporate marketers have been looking for a powerful and print-vendor agnostic document composition solution that allows for a wide range of customization, from simple to extremely complex, while giving them the creative control found in leading document design applications,” said Mark Hilger, Product Manager, Printable Technologies. “This release – FusionPro 5.0 – provides that solution.”

New and Enhanced Features

FusionPro 5.0 improvements and enhancements that make document design and production faster, easier, and more efficient include:

Variable Text on a Curve allows designers the ability to draw variable text curves using a number of methods, including freehand, control-point, and ellipse drawing tools with full capabilities to modify the curve control points in a fashion familiar to the designer. Variable text can then be placed on the text curve with full typographic control, including size, color, tracking, and copy fitting.

Soft Drop-Shadow Effects allow FusionPro Desktop users to specify solid or “soft” – semi-transparent – drop-shadow effects on variable text. With control over the drop-shadow opacity, angle, distance, and spread, template designers will be able to incorporate these design elements directly from FusionPro Desktop rather than requiring a high-end graphic design package. Semi-transparent drop shadows are rendered in FusionPro at composition time, guaranteeing that the effect exists in any digital print workflow using one of the nine output formats produced by FusionPro.

Additional Features – FusionPro 5.0 includes enhancements to the HP PPML output format and an optimized output for Xeikon Intellistream workflow. For both the HP and Xeikon print production workflow, users will see improved RIP efficiencies on large record-set compositions. (Is there a way to rephrase this to increase emphasis on HP – the guerrilla – versus Xeikon, the mouse?)

Pricing – New licenses of FusionPro Desktop 5.0 are offered for \$599. Users of previous versions may upgrade for \$299 per license.

About Printable Technologies

Printable Technologies is a world leader providing Software as a Service including Cross Media Variable Data Printing (VDP), One to One Marketing Campaigns, and Web to Print solutions, to corporate enterprises, creative agencies, and the graphic arts industry.

The FusionPro VDP solution suite - consisting of desktop, online, and server-based VDP applications - is used to manage dynamic cross-media campaigns consisting of variable text and images, perform high-speed data merge, and generate production-ready output data streams.

The complete marketing campaign execution and tracking solution from Printable Technologies - FusionPro Links - consists of a powerful data-driven direct mail solution with personalized URLs, and microsites.

The FusionPro Web marketing collateral management system delivers online ordering and e-commerce, mail list purchase and management, versioned and variable documents, job submission, and file transfer.

Solutions from Printable Technologies integrate with ERP solutions, content management solutions, and shop floor management applications, and production workflows from Hewlett-Packard, Canon, Xerox, Kodak, and more.

More than 1,700 corporate customers use solutions from Printable Technologies to serve over 400,000 end users; more than 100 of the Fortune 500 offer desktop access to Printable Technologies products.

Clients can scale over time from the powerful variable data publishing solution on the desktop to web-based and server-based solutions customized to meet the needs of organizations small and large.

For more information: www.printable.com or 800.220.1727.

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