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FusionPro Desktop 4.0 – All New User Interface from Printable Technologies®

**Extensively enhanced FusionPro Desktop will be demonstrated
at Graph Expo, Booth #4641.**

Solana Beach, CA – October 15, 2006 – Printable Technologies, Inc., leading provider of Web to Print (W2P) workflow and Variable Data Printing (VDP) solutions, today announced the general availability of FusionPro Desktop 4.0, a new enhanced version of the popular document composition application.

FusionPro Desktop 4.0 is the most extensively enhanced version of the FusionPro Desktop technology yet released. With dozens of new features, FusionPro Desktop 4.0 brings new value to the designer, user, and producer of variable data printing. New features include:

- A complete redesign of the user interface and numerous dialogues.
- Intuitive new business logic definition interfaces, reducing the reliance on JavaScript.
- A new “VDP Workflow Pallet” specifically designed for users unfamiliar with VDP workflow.
- A variable frames layers pallet.
- Imposition enhancements.
- New typesetting controls.
- The addition of 2D barcodes: Datamatrix and PDF417.
- Quark 7 support on Mac and Windows

Just a year ago, Printable Technologies launched an initiative to deliver full-featured, broadly-functional, and affordable VDP solutions to the marketplace. The initiative sought to overcome three major barriers to the wide-spread adoption of variable data printing solutions: design source limitations that confined designers to one document design tool such as Quark or InDesign; a tight link between design and production that required the use of an optimized output generation tool targeted to a selected production workflow; and the high cost of document composition applications.

“In less than 12 months, the market has made it clear that we made the right move with our initiative to provide a powerful, inexpensive VDP tool that accepts document designs from nearly any design tool, produces nine different optimized output data streams, and costs just \$399,” said Coleman Kane, president/CEO of Printable Technologies. “We have continued to improve and enhance the product, built a valuable support tool in the FusionPro Knowledge Base, and seen the FusionPro Users Forum – a peer-to-peer support group – grow to more than 800 members.”

“In order for 1:1 marketing to become ubiquitous, we believe the tools to create VDP documents need to be powerful, inexpensive, and produce as many different output data streams as possible,” Kane continued. “With thousands of users relying on this solution today, the response we have seen in the last year has proven that FusionPro Desktop is the VDP application of choice.”

FusionPro Desktop 4.0 is being demonstrated at Graph Expo, in Chicago’s McCormick Place, Sunday, October 15, through Wednesday, October 18. The product is available for purchase from the Printable corporate website – www.printable.com – beginning Monday, October 16.

The FusionPro Products

- **FusionPro Desktop** is a free-standing variable data printing 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 Direct** is designed to meet the needs of service providers who routinely compose large record-set VDP templates and require an automated internal workflow. FusionPro Desktop can be integrated with FusionPro Direct to streamline the document composition workflow and provide process control and automated status updates.
- **FusionPro Live** delivers the ability for a user to edit, modify, and enhance FusionPro templates through a web browser interface. Service providers can publish FusionPro templates from a website in a rich browser-based design interface for VDP template editing by end users.
- **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. 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.
- **FusionPro Server** – Suited for integration into custom Web to Print workflows, FusionPro Server allows 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.

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, SAP, and Oracle; content management solutions like Documentum; accounting and shop floor management applications such as Enterprise Print Management Solutions (EPMS) and Quantum; and digital production workflows from Hewlett-Packard, Canon, Xerox, NexPress, 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.

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