



PRESS ANNOUNCEMENT

IfraExpo
MessezentrumWienNeu, Vienna, Austria
8 – 11th October 2007
Booth A 765

Gradual Software presents its Crossroads cross-vendor communication platform at IfraExpo

Ghent (Belgium), September 2007 — Gradual Software, specialist in publishing automation solutions, will showcase Crossroads, a cross-vendor communication platform for publishing automation, at IfraExpo held October 8 – 11th, 2007 in Vienna, Austria. The company and its partners present the Crossroads platform at booth A 765.

Centered on the robust SWITCH automation technology, Crossroads is a unique communication platform that draws together a large ecosystem of software vendors offering automation products for publishing workflows. The objective is to present users with solid information on solutions that combine products from various vendors, in cooperation with those vendors and with the user community at large.

Crossroads targets the complete publishing workflow: it delivers solutions for job reception, PDF creation and preflight, color correction, proofing, image manipulation, imposition and more. In most cases, Crossroads offers more than one solution for a problem, giving the customer the freedom to select the solution most suitable to their environment.

At IfraExpo, Gradual Software concretizes the platform with its Crossroads partners callas software, DevzeroG, Elpical, Quite and Alwan Color Expertise. All partners will showcase their solutions and demonstrate how they can work together to create an expanded and more robust automated workflow, built around SWITCH 07.

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SWITCH07 plays a key role in the cross-vendor workflow automation concept. David van Driessche explains: “SWITCH 07 includes more than 20 configurators; these provide configuration and automation of key third-party applications directly from within SWITCH and can be added to a flow using simple drag-and-drop. SWITCH 07 is the backbone to combine different applications to form complete workflow solutions adapted to the specific needs of the customer.” The configurators provided by SWITCH 07 can be used for PDF creation, preflight, color manipulation, proofing, image manipulation and more...

“Integrating and automating the color management tools of Alwan Color Expertise within a complete publishing workflow is truly an added value for the customer. The joined expertise of all the partners in Gradual’s Crossroads platform is tremendous. We strongly believe that Crossroads will become a helpful resource for users to build an automated workflow with the building blocks they need.” concludes Elie Khoury, Managing Director Alwan Color Expertise.

Gradual organizes a Happy Hour at its booth on Tuesday, October 9th, between 4 and 6 pm. IfraExpo visitors are invited to discuss in an informal way Gradual solutions with company experts and partners.

About Gradual Software

Gradual Software was established in November 2004 to develop and deliver software to accomplish full automation across the numerous stages of professional publishing workflows. Gradual’s core product line called SWITCH, is designed to benefit all participants in the publishing workflow, including content originators (authors and designers), content processors (editors, designers and layout artists), brand owners (publishers and marketing departments) and service providers (printers). Gradual Software is privately held by its management team, and is located in Ghent, Belgium. For more information, please visit www.gradual.com

About Crossroads

Crossroads is a multi-vendor platform for communicating about publishing automation solutions, founded by Gradual Software. Centered on the robust SWITCH automation technology, Crossroads pulls together a large ecosystem of software

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vendors offering automation products for publishing workflows. Crossroads targets the complete publishing workflow: it presents solutions for job reception, PDF creation and preflight, color correction, proofing, image manipulation and more. For more information, visit crossroads.gradual.com.

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