

PRESS RELEASE

Gradual Software Presents PowerSWITCH at IfraExpo 2006

PowerSWITCH, advanced automation for a complete workgroup

Ghent (Belgium), September 2006 — Gradual Software, specialists in software solutions for automating the publishing process, will present its full product line at **IfraExpo 2006 (October 9–12) on stand 5216**. The company proudly introduces PowerSWITCH, the publishing workflow package designed for advanced automation for a complete workgroup.

SWITCH, software solutions for automating the publishing process

The SWITCH software family has been designed to provide important standalone functionality within each product, as well as an easy upgrade path between the various tools. SWITCH comes in three flavors: LightSWITCH, an entry-level tool for automation of file reception and sorting; FullSWITCH, a mid-range product that adds configurators to allow third-party applications to be integrated seamlessly in the workflow; and PowerSWITCH, the top-of-the-line package offering extensive scripting and metadata tools to build smart workflows, together with a bundled workgroup client.

PowerSWITCH, the workhorse of the SWITCH product line

Gradual Software presents at IfraExpo the recently released version of PowerSWITCH for the first time. Peter Camps, Gradual Software CEO states: “PowerSWITCH is the high-end workhorse of the SWITCH product line. With its comprehensive scripting and metadata tools, users are able to build a smarter and more efficient workflow that seamlessly integrates with third-party applications and systems. As development progressed we received very

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positive feedback from initial users. Tests in simulated production environments showed immediate ROI as well as impressive cost savings in the long term.”

PowerSWITCH brings advanced automation features and workgroup support to users, while retaining the same ease-of-use as the rest of the SWITCH products. PowerSWITCH has built-in scripting support to enable automation of a much wider range of third-party applications, as well as integration with databases, digital-asset management systems and MIS systems. It also adds support for incoming metadata (such as JDF and XMP); this metadata can then be used to route files through a flow or set processing parameters for files in a more versatile way. With PowerSWITCH, users can create custom tools to control third-party applications that are not supported out of the box, to integrate with a Digital Asset Management (DAM) or MIS system, or to interact with third-party proprietary solutions. PowerSWITCH supports JavaScript (on Mac OS and Microsoft Windows platforms), AppleScript (on Mac OS) and Visual Basic Scripting (on Windows). To assist users, PowerSWITCH publishes an extensive API to all three supported scripting languages. This exposes elements of PowerSWITCH functionality to the script(s) and also encapsulates common tasks, making it much easier to write scripts. Gradual’s website contains an extensive library of sample scripts.

Bringing a workgroup closer together with SWITCHclient

To provide an even greater degree of workflow automation, PowerSWITCH includes a workgroup client called SWITCHclient. SWITCHclient allows anyone on the local network to submit jobs, track their progress, and to intervene when jobs are being held for inspection — directly from their own workstation. This standalone application (not a web-based client) can be installed on workstations throughout the workgroup, with access settings for users and groups configured in PowerSWITCH. The workflow administrator can determine specific access rights and monitor the flow of all jobs. PowerSWITCH activity logs can also be accessed through the workgroup client.

Quick Return on Investment

Gradual PowerSWITCH enables smooth implementation of fully automated workflows, resulting in immediate time and cost savings. Initial installations have

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indicated a full ROI of the purchase price after just a few months of implementation. In addition, the ability of workgroup members to submit jobs using SWITCHclient and more easily see which of those jobs create issues or interruptions (and correct them) is a huge timesaver in an automated workflow.

PowerSWITCH is available for immediate purchase for 5000 Euro and can be downloaded from www.gradual.com. PowerSWITCH includes 5 SWITCHclient licenses; extra client licenses are available for 100 Euro.

About Gradual Software

Gradual Software was established in November 2004 to develop and deliver software for full automation across the numerous stages of professional publishing. Gradual's automation solutions are 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 offers the SWITCH family of workflow automation software consisting of three modules: LightSWITCH, an entry-level tool for automation of file reception through FTP; FullSWITCH, a mid-range product that adds configurators to allow third-party applications to be integrated seamlessly in the workflow; and PowerSWITCH, the top-of-the-line package offering extensive scripting and metadata tools to build smart workflows, together with a bundled workgroup client.

Gradual Software is privately held by its management team, and is located in Ghent, Belgium. For more information, please visit www.gradual.com

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