

PRESS ANNOUNCEMENT

Northprint
International Centre
Harrogate
April 24–26, 2007
Stand B 281, C 380 & M 424

Gradual Software showcases full range of automation solutions at Northprint in Harrogate

Ghent (Belgium), March 13th, 2007 — Gradual Software, specialist in publishing automation solutions, will have a strong presence at Northprint, held April 24–26th, 2007 in Harrogate. The company will demonstrate its complete product line on the stand of its UK distributor, Positive Focus (stand M 424), and also on the stands of SWITCH Authorised Resellers Pro2Col (C 380) and Silicon Systems (B281).

Gradual's SWITCH family of products includes LightSWITCH and FullSWITCH, enabling users to implement workflow automation solutions tailored to meet the production needs of individual work environments. PowerSWITCH provides advanced automation features, such as support for scripting and metadata, and makes it easy to deploy automation for a complete workgroup with SWITCHclient, five licences of which are included in the PowerSWITCH package.

Gradual's SWITCH software has been installed at a number of UK firms and is delivering strong returns in productivity, efficiency and cost savings in a variety of production environments.

Positive Focus added the SWITCH automation software to its portfolio just before IPEX last year. Ivor Dixon, Managing Director of Positive Focus states, "With SWITCH, users can glue together the desktop solutions they already know and use into a productive, automated workflow. LightSWITCH is a logical move for those people who just need to move files around, avoiding the chore of doing it manually. I think most people will be able to justify LightSWITCH and FullSWITCH on the time saving alone, paying back the cost in a couple of months. PowerSWITCH makes it easy to deploy automation for a complete workgroup, using the scripting capability to

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enable applications that have no out of the box integration, and the metadata handling makes intelligent workflows possible. Ease of use, with a common interface and simple upgrades from one family member to another, means you can start simple and build to something really powerful, with no financial penalties and a gentle learning curve.”

Pro2col specializes in file transfer solutions for the publishing industry, enabling advertisers to deliver artwork in a variety of formats, directly to the publisher. James Lewis turned to Gradual Software for a solution to deliver improved integration capabilities within Pro2col's production environment. "The installation of Gradual SWITCH workflow products with our file transfer systems enables customers to benefit from increased automation, with full integration between file delivery and production." states Lewis. "Automation has resulted in improved efficiency and significant cost savings. With the industry shifting towards XML based workflows, PowerSWITCH provides publishers with fantastic automation at realistic prices.”

Silicon Systems also added the SWITCH automation software to its portfolio and its SWITCH customers are benefiting from time savings and a solid return on investment. Neil Dobson, Managing Director from Silicon Systems, explains: "The SWITCH suite has enabled our customers to achieve substantial savings of time and money – they have seen the return on the investment in just a few months. When coupled with Flowmation, our project workflow software, the SWITCH suite provides a seamless solution from the web to final output."

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. 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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