

FUJIFILM Graphic Systems U.S.A., Inc.
200 Summit Lake Drive
Valhalla, NY 10595
www.fujifilmgs.com

Contact: Kristi Mendez, KMPR
630.859.7401
kristi@kmpr.com

Graph Expo 2007 – Booth #4406

Fujifilm Adds Metrix[®] to Workflow Mix, Giving Industry a ‘New Look’ at Job Planning

VALHALLA, N.Y. (Sept. 9, 2007) – LithoTechnics Inc., developer of Metrix[®], award-winning workflow integration & automation software, announced today the signing of a distribution agreement with FUJIFILM Graphic Systems U.S.A., Inc., the largest distributor of graphic systems products in the United States.

Under the agreement, Fujifilm will sell the entire Metrix product line, on the Mac OS X and Windows platforms, to complement its hardware, workflow, and consumables offerings for the commercial print and short-run digital print markets.

“Fujifilm remains committed to providing customers with the knowledge, expertise, support, and best-in-class products,” said Bryan Hughes, product marketing manager, workflow products, Fujifilm. “Metrix is clearly one of those best-in-class products that will benefit our customers greatly, particularly as they implement the next wave of workflow automation,” continued Hughes. “What’s more, the recently-announced integration effort undertaken by LithoTechnics and Rampage Systems is certain to assist our customers in developing the capabilities they need to stay ahead of the competition.”

Rohan Holt, President of LithoTechnics, remarked: “Fujifilm has a well-earned reputation for excellence, and we are very pleased to be working with their team of committed and knowledgeable professionals.” Holt added, “We see Metrix as a natural addition to Fujifilm’s impressive array of workflow products, and we look forward to working together to advance the objective of print production automation.”

The Metrix family, for Mac OS X and Windows, includes Mini Metrix, for the smaller print shop, in 21" and 30" versions, with imposed PDF output. Metrix Commercial, for the general commercial printer, accommodates sheet sizes of up to 144" and outputs imposed PDF, JDF/PDF, or Preps[®] templates, along with export of CIP3 and JDF cutting and folding data. Metrix Ganging, for gang run printers, automatically imposes up to 160 products per sheet, and Metrix Max, the top of the range, includes the complete functionality of all editions. Metrix Commercial, Ganging, and Max are also available with multiple user site licenses, and the whole Metrix family is available in English, German, and Spanish.

For more information on the new Metrix 3.0 workflow system or to see a live demonstration, please visit FUJIFILM Graphic Systems U.S.A., Inc. at Booth #4406 throughout Graph Expo 2007 or visit www.fujifilmgs.com.

About LithoTechnics

LithoTechnics is a privately held company founded in 2003 by Rohan Holt. Holt is the original inventor of SuperImpose™, the product that was adapted and renamed UpFront® when it was acquired by ScenicSoft in 1999. Metrix, LithoTechnics' flagship product, received the prestigious 2005 PIA/GATF InterTech™ Technology Award, recognized industry-wide as a symbol of technological innovation and excellence. With offices in Phoenix, Arizona, and south of Sydney, Australia, LithoTechnics is a software company focused on providing key tools and technologies to enable print workflow automation. LithoTechnics is a full member of the CIP4 Organization. For more information visit <http://www.lithotechnics.com>

About Fujifilm

FUJIFILM Graphic Systems U.S.A., Inc. is the nation's largest distributor of equipment, consumables and technical services for the graphic communications industry. Fujifilm provides its customers with products and technologies from best-in-class manufacturers as well as a nationwide network of technical service and support and is fully committed to its customers, which range from commercial printers, color separators, service bureaus and graphic design/art studios to newspapers, publishers and advertising agencies. Whether it's information on emerging technologies or reliable delivery of supplies, customers know they can rely on Fujifilm – the industry's source for technology, solutions and support. For more information, please visit www.fujifilmgs.com.

#

Media Contacts:

Davo Laninga, LithoTechnics, Inc.
Tel: 623 594 1408
Email: davo@lithotechnics.com

Kristi Mendez, KMPR (for Fujifilm)
Tel: 630 859 7401
Email: kristi@kmpr.com

Copyright © 2007 LithoTechnics Pty Limited. Metrix® is a trademark of Outback Software Pty Limited and may be registered in certain jurisdictions. JDF is a trademark of the CIP4 Organization. Other company, brand, or product names are for identification purposes only and may be trademarks or registered trademarks of their respective holders.