

News Release – March 18, 2005

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For Immediate Release

Wasatch Introduces New Tools in Variable Data Printing Version 1.1

March 18, 2005 – Salt Lake City, UT – Wasatch Computer Technology, LLC has announced the release version 1.1 of its Variable Data Printing Option. The Variable Data Printing (VDP) Option for Wasatch SoftRIP™ speeds the production of customized print jobs by combining standardized base graphics with changing text or graphical elements. New version 1.1 adds tools for producing variable data jobs faster and easier.

Version 1.1 of Wasatch Variable Data Printing adds tools for processing multiple prints in batch. Users can select from increments ranging from 1 to 500 when RIPping and Printing variable data output. This greatly decreases the processing time of large numbers of small jobs, and makes them more manageable in the queues. Such printing capability will be especially important for users printing labels and other applications that require print runs in the hundreds or thousands.

The new Auto-Data Feature makes it easy to enter large amounts of repetitive data into the database. This is especially useful for entering a single repeating value across a range of records, or creating a sequential numeric value such as a serial number. Serialized values can include alpha-numeric prefixes and suffixes, leading zeros, and user-defined increments between numeric values. SoftRIP VDP even lets users print these data fields using included barcode fonts.

Users will enjoy many improvements that speed the design of variable data templates. The ability to move, resize, align, and distribute multiple fields together will speed the creation of templates with large numbers of fields and intricate layouts. For fine adjustments of field placement, functionality to “nudge” field boxes with arrow keys has been added. Users also gain greater flexibility in assigning stylistic elements to the data within the field box. Text, outline, and drop shadow colors can be specified in CMYK as well as RGB, and effects such as rotation and mirror will be carried over from the main SoftRIP screen.

This release enhances controls for including different image files within the variable data layout. Users can embed EPS files, in addition to other formats already supported such as TIFF and JPG. The auto-data tool makes it easier to import multiple image files in one quick operation. Plus, users have greater control over the formatting of variable image files with operations such as expand or shrink to fit bounding box.

About Wasatch Variable Data Printing Option

The Variable Data Printing Option speeds the production of customized print jobs with the ability to change text or graphical elements over standardized base graphics. With Wasatch VDP, users can create customized print jobs such as sportswear, posters, advertisements, full-color labels, and dye-sublimation promotional items. The Variable Printing Option is available as an optional add-on for Wasatch SoftRIP. Contact Wasatch sales for information on pricing and availability.

About Wasatch Computer Technology

Wasatch Computer Technology, LLC, headquartered in Salt Lake City, is a leading developer RIP and print management solutions for wide-format digital printing, screen separations, photographic, giclee and other specialized processes in the digital printing markets.

The telephone numbers for publication are (800) 894-1544 and (801) 575-8043; the fax number for publication is (801) 575-8075. Wasatch's web site is www.wasatchinc.com.