



# Press Release

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## Enfocus puts 'You first' at mediaPro 2010

**October 26, 2010 – Gent, Belgium – Enfocus will showcase its latest products during the 2<sup>nd</sup> edition of mediaPro 2010, held in London on November 2 and 3 on its UK reseller's Workflowz stand 67. Targeting companies in the advertising, design, publishing, marketing and media sectors, the show will highlight Enfocus' solutions for workflow automation and streamlined communication between creative designers and printers.**

As part of its 'You First' campaign, Enfocus will inform visitors how the latest version of Switch 09 automates repetitive time-consuming tasks while eliminating expensive errors. Visitor will also learn more about PitStop Connect 09 that offers a smart bridge between creative professionals and printers or publishers by automatically preflighting and delivering files to production. To give visitors a full picture of the suite of options available and how they fit in as a complete workflow, the software exhibited on the Workflowz stand will be demonstrated alongside products provided by Enfocus Crossroads Partners Axaio, callas & Elpical, meaning their solution integrate with Switch. Ctrl Publishing & Chili Publish will also be represented on the **Workflowz** stand.

"Last year's inaugural event was a great success," comments Maxim Heyndrickx, Sales Manager UK. "We hope this year's edition will enable us to help even more individuals involved in content creation, production and marketing communications improve their effective management of essential but often repetitive and time consuming tasks. At mediaPro 2010 we will be able to illustrate clear upgrades and improvements to solutions that put our customers first and ensure they work smarter, not harder."

### Smooth operation with Switch product family

The latest version 09 of the Switch product family, designed to automate repetitive tasks, enables easier creation and editing of workflows. It now features more powerful tools for larger environments and a renewed SwitchClient illustrating all jobs using thumbnails in combination with job information, status, statistics and metadata. The Switch product family includes LightSwitch, FullSwitch and PowerSwitch, with an easy upgrade path among the three. Enfocus Crossroads - a community built around the Enfocus Switch automation solutions - enables communication between Enfocus Switch users and vendors. During the show, visitors are able to follow live demonstrations to discover how the applications from Axaio, Callas and Elpical integrate with Switch.

### Fast track to PDF delivery with PitStop Connect 09

Continually updated to mirror market demand, PitStop Connect 09 is an easy-to-use PDF preflight and delivery tool without any click charges or other hidden costs. It enables printers and publishers to provide their customers with an easy tool to preflight PDFs according to their specifications by dragging and dropping it on a Connector. The file is immediately delivered to the printers' or publishers' FTP or Enfocus Switch.



**Enfocus also showcases the newly released PitStop Pro 10 and PitStop Server 10:**

**PitStop Pro**

PitStop Pro 10 is a major upgrade of the world's most popular PDF editing and preflighting application. This latest version offers customers improved color management, expanded collaborative working tools, and several user-requested features. Recognized for its many PDF editing features and user-friendly design enabling easy management and customization of presets and tools, the new version will let users work faster with greater precision, and allow them to save significant amounts of time.

**NEW! PitStop Workgroup Manager**

PitStop Workgroup Manager is a brand-new tool developed to simplify the use of Enfocus PitStop Pro in multi-user, collaborative working environments.

Although PitStop Pro is designed to operate as a standalone desktop application, in practice it is frequently used in workgroups, where people need to collaborate. This means different team members wish to share Preflight Profiles, Action Lists, Workspaces, etc., while the team manager needs to control the settings that are used. New PitStop Workgroup Manager allows management across a workgroup from a single central point, and insures that everybody uses only the latest settings. PitStop Workgroup manager is available with Floating Licenses of PitStop Pro.

**PitStop Server 10**

PitStop Server 10 is a new version of the automated PDF preflighting, correction and certification solution. PitStop Server 10 introduces major new automatic features, including transparency flattening, new color management capabilities, and PDF optimization to reduce file sizes.

**About Enfocus**

Enfocus provides modular and affordable tools safeguarding job quality and enabling automation throughout the complete production chain. Innovative solutions improve communication between design and production while enhancing productivity and predictability through automation of routine tasks.

Step-by-step deployment dramatically increases added value without forcing users to completely rethink their way of doing business. Well-known brands include Instant, PitStop and Switch.

Enfocus is a business unit of EskoArtwork and has its headquarters in Gent, Belgium.

**About EskoArtwork**

EskoArtwork is a global supplier and integrator of innovative solutions for packaging, commercial printing, sign and display finishing and professional publishing. Its products and services help customers raise productivity, reduce time-to-market, lower costs and expand business.

EskoArtwork employs around 950 people worldwide. Its global sales and support organization covers Europe, the Americas and Asia Pacific, and is completed by a network of distribution partners in more than 40 countries.

EskoArtwork is headquartered in Gent, Belgium, and has R&D and manufacturing facilities in 5 European countries, the United States, China and India. The consolidated full year financials ended for 2009 with revenue of EUR 145 million and an EBITDA of EUR 23 million.

**Further Information**

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