

NEWS
For Immediate Release

IPEX Hall 20 Stand D43

Quickcut debut at IPEX 06 to launch pioneering 'Global Media Exchange' and multi-functional print workflow solutions

Sydney, Australia – 18 January 2006: Leading digital advertising workflow specialist Quickcut exhibits at IPEX for the first time to unveil its pioneering 'Global Media Exchange' strategy, which converges workflow, management and distribution across all forms of media, and to launch its range of digital workflow solutions to all sectors of the print industry.

AT IPEX, Quickcut builds on the global success that it has already achieved in the publishing industry where leading brand owners, agencies and designers use Quickcut's unique approach of using destination specifications to guide and manage the production of advertising materials. It will demonstrate significant new levels of functionality in the latest versions of its advertising production technology and, for the first time, show how the automation, quality and efficiency of its innovative solutions can be applied a variety of commercial print applications with impressive results.

Global Media Exchange – closes the loop

Increasingly, companies are handling multiple media for a variety of communication and marketing applications. Global Media Exchange (GME) effectively streamlines every aspect of the print and publishing supply chain, creating value from file creation all the way to digital or hard copy production. Quickcut's GME encompasses a full suite of online production tools and services that give multiple organisations the ability to collaborate in real-time on the creation, management and distribution of any media format – print, broadcast and narrowcast – around the world and from any workstation.

As a result, local organisations can act globally, and global organisations can act locally. As more of the creative development process is managed online and often automatically, projects can turnaround faster, more cost effectively and at high quality.

Closing the print production loop

The latest version of Quickcut's groundbreaking print and advertising production workflow software makes its international debut at IPEX. Visitors will see the most advanced method of preparing any file for print enabling users to create, validate, colour manage, proof and

deliver files tailored to a publisher's or printer's individual specifications within a single solution. Sophisticated, yet easy to use, Quickcut solutions guide users through the many potential pitfalls that can plague prepress production with little or no margin for error, resulting in considerably reduced workload, increased efficiency and excellent results..

Effectively Quickcut provides production reliability, tracking, management, quality results and peace of mind. Each PDF file is colour managed and validated against each destination printer, press or publication's exact specifications, providing the confidence that it will be accepted and reproduce perfectly. Additional features such as: automatically providing booked space instructions to agency or designer to ensure accuracy; online management and tracking of a job in real time, including automatic email confirmation of receipt; remote proofing; and template-based online ad creation, provide an end-to-end total workflow efficiency that users cannot achieve with hybrid solutions.

IPEX highlights:

Quickcut management and workflow solutions shown at IPEX, providing powerful benefits for throughout the production chain from brand owners, agencies, production houses, publishers and printers, include:

- Online multimedia project collaboration
- Digital online management for print, audio and visual assets
- Online template-based ad creation
- Destination-specific file preparation guidance, validation, delivery and management of ads and commercial print jobs
- Forward Advice System: integrating job booking data and mechanical specifications to ensure accurate file preparation
- ICC colour profiling and management
- Remote hard copy proofing: verifies and validates jobs against target mechanical and colour specifications

End

Note to editors: a digital image is available on request from laura@splashpr.co.uk

About Quickcut (www.quickcut.com)

Quickcut is a leading international provider of digital production workflow solutions to the advertising, publishing and print industries, and the only company that uses each publication's exact production specifications, including color profiles, to guide and manage advertising materials from the point of creation to the point of print delivery to ensure quality results. The company counts over 5,000 clients and Licensees worldwide distributing more than 1.5 million print advertising files annually through the Quickcut PageStore network. Additional Quickcut products rely on proven technology to ensure a range of prepress job files will be properly prepared, color-managed, delivered and validated according to publishing and print specifications -- saving time and resources for advertisers and publishers. Headquartered in Sydney, Australia, Quickcut Ltd. has offices and Licensees around the globe, in Australia, Germany, India, Ireland, Malaysia, New Zealand, Singapore, South Africa, United Kingdom, and the United States. More information about Quickcut is available at www.quickcut.com.

Quickcut is strategically aligned with: efi, CIP4, IDEAlliance, PPA, Ghent, DDAP and ipa

Contacts:

Quickcut: Ruth Clark Splash!PR. Tel: +44 (0)1580 241177. E: ruth@splashpr.co.uk

