



News Release

DevZeroG, INNOVATOR IN WEB2PRINT, APPOINTS CHROMATICITY AS EXCLUSIVE NORTH AMERICAN DISTRIBUTOR

Grand Rapids, MI, USA; London, UK, 16 July 2007 – DevZeroG, the PDF workflow and file transfer solutions provider for the worldwide graphic arts and print industries, has appointed Chromaticity as the exclusive distributor for North America. Chromaticity will bring both DevZeroG PrintSure and DevZeroG nVerge to the US and Canada through its network of graphic arts dealers and partners effective immediately.

In the USA, DevZeroG already has several clients and has been working with the main industry standards body PIA/GATF for the last two years and has seen easy integration with many of the industry-leading CTP, Rip and workflow providers. PrintSure was successfully integrated with Agfa Apogee, Heidelberg PrintReady and Xerox FreeFlow MakeReady, demonstrating how the system can be used as a centralized job receipt and routing system in a W2P (Web to Print) environment. Now the North American market is ready to take advantage of this validated technology, following the 500+ clients in Europe and Asia.

DevZeroG PrintSure is a web-to-print solution that connects the creative sector with the production sector by providing dual web browser functionality and desktop client software and integrated into one solution QA, automatic error correction, review, collection of administrative data, file transfer, notification and tracking into one seamless process.

DevZeroG nVerge offers music, video, advertising, publishing, print and creative industries the ability to securely and receive or distribute large files, saving time and money through robust, automated and secure data transfer capabilities. Transfer is managed in real-time, is traceable end-to-end and nVerge will automatically resume from the point of failure in the event of connection or power failure.

Says Michael Dewhirst, DevZeroG CEO: “The US and Canada are an enormous opportunity for us, and Chromaticity is well positioned to bring our innovative technology to their well established graphic arts, photo, wide format and digital printing channels. Several key players in



the US, who have already been using the product in critical production processes, have said how the solutions have already paid in just a few months. The technology will be on show at GraphExpo 2007 this September in Chicago.”

Says Ian Mackenzie, VP of Marketing at Chromaticity: “Our network of Graphic Arts dealers in North America do an amazing job with Rips, Color Management, Media and Imaging products today. All of their clients are seeking ways to maximize profitability daily to drive output and facilitate communication with the end users. Web submission, file transmission and digital file QA are some of the crucial areas that can help drive higher profits while increasing end user satisfaction. We love the products from DevZeroG because they hit the hot points in all verticals of this industry - Proofing, Wide Format, Publishing, Agencies and Commercial Print. DevZeroG has brought to market an enterprise class set of workflow communication tools at a desktop price point. Chromaticity is proud to be the exclusive North American partner for this exciting new initiative.”

This marks a new chapter in the history of DevZeroG and both companies view the new relationship to have perfect timing and enormous potential. Chromaticity and DevZeroG will be showcasing these products throughout the summer and at GraphExpo and SGIA in the fall. Dealers will be selected and trained this summer. More information can be obtained by calling Chromaticity at 616-361-7773.

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About DevZeroG

DevZeroG connects media creation and production by providing tools to prepare, transfer and process digital data in the advertising, print and video industries. At leading companies, DevZeroG nVerge, DevZeroG PrintSure and DevZeroG Uploader Creator products play a key role in ensuring every job is delivered on time and according to the expected quality standards. DevZeroG is a pioneer in providing fully Internet-enabled solutions that offer easy access and flexible integration. Based on industry standards the company has developed core technologies aimed at improving connectivity, quality control and automation. For the creative professional, DevZeroG removes the technical complexity from tasks such as preflight checking and job submission. As such its products offer superior solutions for all Web-to-Print, advertisement submission, video production and mission critical file transfer applications. With the best response and resolution times in the industry and an extensive network of resellers, DevZeroG provides superior sales support to an ever-expanding global client base.

www.devzerog.com



DevZeroG PrintSure

DevZeroG PrintSure is a web-to-print solution that connects the creative sector with the production sector by integrating client software distribution with job quality control, collection of administrative data and file transfer in one seamless process. DevZeroG PrintSure enables production departments to define submission flows, including preflighting profiles, electronic job tickets and submission locations. DevZeroG PrintSure is distributed as an application droplet and installed on the client's desktop through DevZeroG's unique DevZeroG 100% Web Installer. Customers submit jobs by simply dragging their files on the droplet with DevZeroG PrintSure performing local preflight check with clear error indication and fixing errors where required. Through its advanced integration capabilities, DevZeroG PrintSure creates a direct link between a customer's desktop and the production environment. DevZeroG's simple licensing model for DevZeroG PrintSure provides customers with a quick return on investment and low total cost of ownership while preserving existing investments.

DevZeroG nVerge

DevZeroG nVerge offers advertising, publishing, print and creative industries the ability to effortlessly submit or distribute large files, saving time and money through robust, reliable and secure data transfer capabilities. DevZeroG nVerge is an easy-to-use browser-based application that requires neither technical knowledge nor the presence of a system administrator. Once DevZeroG nVerge is downloaded or installed on the user's desktop, the customer can submit jobs by simply dragging them onto the desktop icon. Job-ticket capabilities allow the user to collect administrative information or other metadata for automatic job processing downstream. The DevZeroG nVerge server can also distribute files to 'Satellite Clients' or files can be sent from a DevZeroG nVerge server to another DevZeroG nVerge Server.

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About Chromaticity

Chromaticity, Inc. is a value added distributor specializing in providing best in class digital imaging technologies. Chromaticity provides it reseller channel with integrated solutions that are supported by a comprehensive sales and support organization. For more information about Chromaticity, please visit www.chromaticity.com or call (616) 361-7773.