News

For Immediate Release

Yell Adworks Expands Use of Apago's PSServices

RIP Software Streamlines Conversions of Thousands of Advertisements

Atlanta, GA—October 24, 2008—Apago Inc., a software technology company that provides innovative solutions to transform digital documents, today announces a large sale of its PSServices software to Yell Adworks, a leader in multimedia advertising to the classified directories marketplace with operations in the UK, the United States, Spain, the Philippines, India and Latin America. With more than 300 licenses of PSServices, a component-based PostScript and PDF interpreter, already integrated throughout Yell Adworks' operations, the company has purchased an additional 21 licenses of Apago's technology to support its expanded production facilities, which process thousands of advertisements daily.

Yell Adworks is one of the world's most sophisticated providers of multimedia advertising services. The company uses PSServices to convert advertisements to optimized PostScript, PDF, and raster file formats such as JPEG and TIFF. Yell Adworks selected Apago's technology for several reasons, including PSServices' unique set of features, its reliability at handling the volume of advertisements that Yell Adworks processes, and Apago's ability to respond immediately to the company's evolving production requirements. For example, the Apago team worked with Yell Adworks' developers to create a series of custom PostScript conversions that automatically colorize Yellowbook ads. Yell Adworks also converts PostScript to PostScript, which is used both to hide custom code and to extract text from the ads for search engine results.

PSServices can convert among the most common document formats used in the printing industry – PostScript, PDF, and image formats. The tool can be easily embedded into most workflows, with capabilities that are similar to Adobe's PDF Engine and Acrobat Distiller products. Other licensees of PSServices include Adobe/Scene7, FujiFilm Graphic Systems, *The New Yorker*, and Time Inc. PSServices is available for Windows, Mac OS X, Linux, and Solaris operating systems. Learn more at http://www.apagoinc.com/psservices.

About Apago Inc.

Founded in 1991, Apago Inc. (http://www.apago.com) is an innovative software technology company changing how people use and profit from electronic documents. Consumers and businesses of all sizes use Apago's workflow tools to transform, optimize, and automate electronic documents for print-on-demand, publishing, rich media, and archiving. The company provides retail products, custom development, OEM solutions and consulting services to industry leaders, including Hallmark Cards, Crane & Co., Hewlett Packard, Bondi Digital, MOD-PAC Corp., OneVision, and Yell Adworks. Apago is based in Alpharetta, Georgia.

About Yell Adworks Inc.

Yell Adworks, part of the Yell organization, began its activity in 1979. It is a leading provider of multimedia advertising services in the United Kingdom, United States and Spain. Yell Adworks' core business is to support Yell and its aim to be the best business information bridge between buyers and sellers, regardless of channel, time or location. They do this by designing digital content for multimedia advertising, in print and online, and by delivering associated services. These services are provided from operations in the UK, USA, Spain, India, the Philippines and Peru.

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