# Company Backgrounder

# May 2006

## Overview

Apago develops software solutions that streamline electronic document management and PDF-based publication workflows. The company has more than 15 years of experience providing software engineering and consulting services for customers worldwide, including consumers, small businesses, leading graphic arts, OEMs, and Fortune 500 companies. Apago supports a diverse customer base with its retail applications, custom programming, private-label OEM products, and consultation services. With Apago's technology, users can easily create, manipulate, and repurpose PDFs for presentations, brochures, catalogs, magazines, newspapers and more. For high-volume and complex workflows that routinely process thousands of pages, Apago's open and innovative solutions bring stability to these workflows through its scalable and flexible solutions.

Apago first entered the market in 1991 as Essential Technical Services, Inc. (ETS). Founded by PDF expert Dwight Kelly, the company focused on custom solutions for the printing industry, developing some of the first products for the large-format printing and OPI server markets. ETS's OEM technologies included an innovative OPI system, color correction, half-toning, and RIP, licensed to such companies as Xinet, C4, Azon, and Scanvec. Vendors soon turned to ETS for product integration solutions; for example, the company implemented Adobe CPSI products for Indigo and other licensees. ETS also developed on- and offline connections to CEPS systems from Hell, Scitex and Dupont, which were sold by OEM customers including Dalim, Dupont, Contex, PCC and others.

In 2001, the company began marketing software under its own brand name, in addition to OEM agreements. As part of that strategy shift, ETS changed its name to Apago, Inc. due to trademark complications and easier marketability. The company expanded its product line to offer inexpensive desktop utilities such as PDFshrink and full-featured server applications like its award-winning PDF Enhancer and Cluster Workflow, a custom-developed, distributed-processing workflow systems for large enterprise applications. Evolved from the company's 15-year history of solving real-world production problems, these products are designed to meet the varying needs of Apago's customers and are flexible enough to meet the vastly different workflow requirements of high-volume printers, newspapers, and magazine publishers.

Apago distinguishes itself by developing innovative, reliable, best-of-breed products that address the needs of its customers. In addition to introducing some of the first products for the large-format printing and OPI server markets, the company developed one of the first software products to produce TIFF/IT filesets. PDF/X Checkup was also the first product that created PDF/X-1a files. Apago's recently introduced products continue this tradition of innovation. PDF Enhancer 3.1 offers groundbreaking features, including Searchable Outlines to resolve font compatibility issues and Selective Rasterization for reducing complexity and size of PDF files. The server-based Cluster Workflow provides a highly flexible, reliable and scalable foundation upon which customized workflow can be built.

Apago actively supports international standards for digital file exchange. Apago developers are active members of the standards organizations developing and overseeing myriad standings, including JDF, PDF/A, PDF/X, TIFF/IT, and PPML/VDX.

The company continues to license its technologies to industry leaders, such as Agfa, Dupont, Enovation Graphic Systems (Fuji), Integrated Color Solutions, Inc., OneVision, Pindar and Screen. Apago counts Time Inc., R.R. Donnelley, Scene7, MOD-PAC Corp., *The Atlanta Journal-Constitution*, *New York Times* and *The New Yorker* among its retail customers.

## **Products**

Apago offers a full line of software products for graphics arts and prepress. Its branded retail product line includes:

- PDF Enhancer – An application that automates the most common PDF tasks including document assembly, correction, cropping, imposition, color management and compression.

- PDF Constructor – Software that supplies an XML-based means for businesses to produce personalized documents quickly and dynamically.

- PDF Appraiser – The first program of its kind to support both validation and automatic correction of documents in accordance with PDF/A, the new international standard for long-term archiving of digital documents.

- Cluster Workflow – An innovative solution for creating reliable and highly scalable workflows for prepress, magazine and newspaper publishers, and printers. Features include a sophisticated scheduling and fault-tolerant queuing system that enables users to manage multiple computers as a single virtual machine.

- PDFspy – A "get info" utility for PDF documents. It extracts a comprehensive list of attributes—including page count and sizes, as well as information about fonts, colors, and images—from a PDF file into an XML-based format.

- PSServices – A programmer's tool for converting PostScript and PDF files to raster file formats such as JPEG and TIFF. PSServices can also distill PostScript to PDF.

- Piktor – A workflow toolkit to view and convert raster, PDF and PostScript files.

- PDF/X Checkup – An Adobe Acrobat plug-in for creating and preflighting PDF/X-1a and PDF/X-3 files.

- BoxEditor is an Acrobat plug-in for creating and verifying the bleed and trim boxes required by PDF/X. BoxEditor features a library for storing multiple publication specifications.

- PDFshrink – A utility that reduces the size of PDF files created by Mac OS X, Adobe Acrobat Distiller and other applications making it easy to optimize PDF files for use on the web, for email attachments and for onscreen reading.

- PDFmerge – A utility for merging and assembling multiple documents into a single PDF document.

Apago also develops plug-ins for Adobe Photoshop, QuarkXPress and Adobe Acrobat.

## Technologies

Apago's development team is uniquely qualified to meet its customers' needs with expertise in PDF, PostScript, and other high-end graphics file formats. Its engineers are able to draw upon a vast amount of experience with a variety of printing and publishing technologies. They are not locked into using a proprietary technology or a specific development environment, but instead can determine the best tool or technology to provide customers with the solutions they need. Apago's development and consultancy teams work with and have extensive experience with PostScript/EPS/DCS, PDF, PDF/X, TIFF/IT, Brisque (single page and Impose), Scitex NCT/NLW, TIFF, JPEG, PNG, GIF, JPEG2000 and other file formats, compression schemes (including LZW, Flate, CCITT G3/G4, JBIG2 and JPEG2000) and processes including color correction (ICC profiles and algorithmic), channel merge/split, spot color handling, scaling, rotation and halftoning (AM and FM).

Apago has developed powerful software libraries for image, vector and PDF file handling. Its PDF library implements large subset of the Adobe Acrobat SDK allowing applications to run in both server and Acrobat plug-in environments.

Apago develops on Windows, MacOS X, Sun Solaris, Linux, FreeBSD, IBM AIX and HP HP/UX. The development staff uses C, C++, Java, Perl and ObjC languages for development. Apago's core technologies include a PostScript/PDF interpreter, rasterizer

and distiller. Its innovative application framework features a plug-in architecture and "skinning" technology that can be used to develop branded customized solutions quickly and affordably.

## Customers

Apago's retail products are distributed by a global network of dealers and resellers including Actino Software, EPS, Graphic Reseau, PDF Solutions, Tools4Media and Xchange UK. Its retail customers include Brown Printing, CMP Media, MOD-PAC Corp., R.R. Donnelley, Scene7, Time Inc., *The Atlanta Journal-Constitution*, *New York Times* and *The New Yorker*.

Apago technology has been integrated into many products through extensive OEM licensing and development partnerships. OEM customers include Agfa, DuPont Imaging Systems, Enovation Graphic Systems (Fuji), Summa, Wave Corporation, OneVision, Pindar, Screen, Delphax and CreoScitex.

To date, Apago has successfully completed more than 200 projects in a wide variety of fields from graphic arts to business document processing. Its products are sold globally in multiple languages.

## Key Facts

- Founded as Essential Technical Services, Inc. (ETS) in 1991
- Renamed Apago, Inc. in 2001, as part of its strategy to market branded products
- Headquartered in Alpharetta, Georgia, north of Atlanta
- Privately held "S" Corporation, incorporated in the State of Georgia
- Officers:
    - Dwight Kelly, President
    - Barry Bowden, Treasurer
    - Lawrence Freil, Secretary

# # #