



News

For Immediate Release

Apago Announces Partnership with Gradual Software

**PDF Enhancer Support Included in Gradual Software's CaslonFlow 5.5;
Partnership Also Yields Bundling Agreement, Expanded Reseller Network**

Chicago, IL—September 9, 2005—Apago Inc., a software developer for the graphic arts and document management markets, and Gradual Software, specialists in software solutions for automating the publishing process, announce a new partnership at Print 05. The first product of this partnership is integrated support for Apago's PDF Enhancer 3.1 in Gradual Software's flagship product, CaslonFlow 5.5. Gradual Software and Apago collaborated to develop a "configurator" that enables users to utilize PDF Enhancer's advanced PDF creation, correction and repurposing capabilities in conjunction with CaslonFlow's desktop automation tool. The configurator is available as a free upgrade for existing registered CaslonFlow users. New customers can purchase a specially priced bundle including CaslonFlow and PDF Enhancer.

The CaslonFlow/PDF Enhancer integration streamlines the creation, manipulation and repurposing of PDF documents in a flexible automation framework. The CaslonFlow framework is based on users' existing tools and provides a visual representation of the automated publishing workflow. When combined with PDF Enhancer, users can automate the most common PDF tasks including document assembly, correction, cropping, imposition, color management, and compression, which previously required several applications and extensive manual labor.

"We are very excited to bring the capabilities of PDF Enhancer to the Gradual CaslonFlow 5.5 automated workflow tools. Adding a configurator for PDF Enhancer means that Gradual's customers can easily incorporate PDF Enhancer in their CaslonFlows for specific output requirements," comments Dwight Kelly, President of Apago. "The technological collaboration between our companies' products brings tremendous value to users in the graphic arts industry, and we look forward continuing the integration with Gradual."

"We are pleased to offer a configurator for Apago PDF Enhancer, which allows our customers to access PDF Enhancer's best-of-breed color management and repurposing features," states Peter Camps, Founder of Gradual Software. "We felt that it was very

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important to support this product in the new CaslonFlow software. Our goal is to support all the applications that our customers are using and Apago's PDF Enhancer is a key part of this strategy."

The CaslonFlow and PDF Enhancer bundles offer new customers significant savings compared to purchasing the products separately. The CaslonFlow and PDF Enhancer Server Edition bundle is available for \$2,749 USD (€ 2.249 Euro), a savings of \$749 over the \$3,498 list price for the two products; and the CaslonFlow and PDF Enhancer Advanced Server Edition bundle costs \$3,499 USD (€ 2.999 Euro), a savings of \$999 USD over the \$4,498 list price. As part of this agreement, PDF Enhancer is now available through three new resellers—Tools4Media Inc. in the United States, Xchange International in the United Kingdom, and Actino/Impressed in Europe.

About Gradual Software

Gradual Software was established in November 2004 to develop and provide software for full automation across the numerous stages of professional publishing activities from document creation to delivery. In January 2005, the company acquired Danish developer CaslonSoft and its desktop automation tool CaslonFlow. Subsequent to the acquisition, Gradual Software significantly streamlined and further enhanced CaslonFlow with its release of version 5.5 in September 2005. Gradual's automation solutions are designed to benefit all of the participants in the publishing workflow, including content originators (such as authors and designers), content processors (such as editors, designers and layout artists), brand owners (such as publishers and marketing departments), and service providers (such as printers). Gradual Software is privately held by its management team. The company is headquartered in Ghent, Belgium. For more information, please visit www.gradual.com.

About Apago Inc.

Founded in 1991, Apago Inc. (<http://www.apago.com>) is a privately held corporation that develops and markets software for the graphic arts and document management industries. The company licenses its technologies to industry leaders, including Agfa, Dupont, Enovation (Fuji), OneVision, Pindar, and Dainippon Screen, and 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. Apago is headquartered in Alpharetta, Georgia, just north of Atlanta. PDF Enhancer is a trademark of PDF Sages, LLC. All other trademarks are acknowledged and remain the property of their respective owners.

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