



News

For Immediate Release

Greeting Card Pioneer Taps Apago for High-Volume Automation Tools

Alpharetta, GA—March 10, 2009—Apago Inc., a software technology company that provides innovative solutions to transform digital documents, today announces that Hallmark Cards Inc. selected Apago to provide technology and consulting services to facilitate the company's migration to a PDF workflow. Each year, Hallmark produces and distributes 19,000 new and redesigned greeting cards and related products. The company turned to Apago to switch from legacy standards to PDF and to automate several steps in its high-volume production workflow, which processes as many as 2,500 files daily.

Apago helped Hallmark design and implement the new PDF workflow using a combination of Apago's retail products, including PDF Enhancer, PDFspy, and PDF Constructor, and custom applications from Apago's extensive technical library. The workflows are executed on two Apple Xserves, which run Apago's queuing software, Cluster Workflow. Hallmark uses the technologies for several critical production tasks, such as variable-data text substitutions, color corrections using 5+ channel device-link profiles, and XMP metadata tagging.

"Apago's solutions help companies like Hallmark to benefit and profit from new techniques and standards," comments Dwight Kelly, president of Apago. "We listen to our customers' needs and design customized solutions that solve their immediate and future needs. Hallmark's workflow, for example, can be easily expanded with new tasks or scaled to include additional servers should the volume increase significantly."

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. For more information, visit Apago at www.apago.com or call 770-619-1884.

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