



SoftCare Press Release

MadeToPrint Auto and K4 Publishing System live at 30 sites Increased production security for editorial workflows based on Adobe InDesign

Hamburg/Berlin, Germany (September 22, 2005) -- In December 2004, callas software and SoftCare announced a strategic alliance to increase production speed and workflow security by integrating MadeToPrint Auto for Adobe InDesign with K4 Publishing System. In January, the first site went live with this integration. Today, ten months after the announcement, already a third of all K4 sites use MadeToPrint Auto K4 and are thrilled by the efficiency they gained.

"Thanks to the installation of MadeToPrint Auto, we were able to virtually eliminate errors," says Marco Heuberger, Head of IT PrePress, at AVD Goldach. "We use K4 and MadeToPrint very flexibly to further automate and standardize production workflows."

With the seamless integration, output jobs such as creation of PDF files can be triggered at any step in the workflow. They are processed automatically on a server by MadeToPrint Auto K4 according to pre-defined print sets, and users are informed of output results directly in InDesign.

"In K4, users can immediately view return information from MadeToPrint Auto. This enables us to have total control at every workstation and to streamline our production in order to make it faster and more efficient," adds Marco Heuberger. "Today, we can hardly imagine working without MadeToPrint Auto K4."

"Our goal is to spare users tedious and repetitive tasks by automating print jobs," says Olaf Drümmer, CEO of callas software. "SoftCare is an ideal partner in that they have an excellent grasp of the requirements for secure and efficient publishing workflows and a knack for turning this knowledge into reliable and extremely well-designed software."

Publishers using K4 with MadeToPrint Auto include City Repro, Spektrum der Wissenschaft and Verlagsgruppe Milchstrasse in Germany, Seitenblicke Magazine in Austria, and AVD Goldach in Switzerland.

K4 Publishing System and MadeToPrint Auto are available from certified K4 System Integrators worldwide.

The award-winning K4 Publishing System enables efficient and secure publishing workflows built around Adobe InDesign and Adobe InCopy. With its multilevel security controls and robust customization options, K4 supports a transparent and fast production workflow for individual workgroups or entire publishing enterprises. K4 is the only magazine publishing system based on Adobe InDesign that offers consistent support for multi-component articles, remote locations and multi-language publications throughout the system. One of the hallmarks of K4 is its advanced connectivity, enabling other systems such as asset management or automated prepress to be linked to it. K4 has been successfully implemented at magazine, newspaper and book publishing sites ranging in size from 10 to more than 250 users.

**MadeToPrint Auto K4 in Use
at 30 Sites**

Self Administration

Automatic Processing

Total Control

**Secure and Efficient
Publishing Workflows**

References

Availability

About K4

For further information please contact

SoftCare Software-Service GmbH

Web <http://www.softcare.de>, **Mail** info@softcare.de, **Phone** +49 (0)40 55 69 50 0, **Fax** +49 (0)40 55 69 50 50



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callas software GmbH, Berlin, was founded in 1995 by Olaf Druemmer and is a leader in the development of tools and technologies for publishing and PDF based workflows. callas software offers advanced technologies for the analysis and processing of PDF as well as output and file conversion solutions for applications like Adobe InDesign, Adobe Acrobat and QuarkXPress. Among callas' customers are newspaper and magazine publishers, prepress service providers, ad agencies, printing houses, government agencies as well as inhouse publishing departments of large companies. In addition, callas software's PDFEngine technology has been licensed by numerous vendors like Adobe, Hewlett Packard or Mitsubishi Paper Mills.

About callas software

SoftCare was founded in 1990 and is a leading developer of workflow solutions for the publishing industry, helping magazine and newspaper publishers work more efficiently. SoftCare's flagship product is the award-winning K4 Publishing System, the first editorial system for professional publishing workflows based on Adobe InDesign and InCopy. SoftCare teams up with trained K4 System Integrators throughout the world to ensure high-quality service and support for the system. More than 90 customers worldwide use K4 to streamline their production process, including Condé Nast and Metro Newspapers, USA, Gruner + Jahr Wirtschaftspresse and Hubert Burda Media, Germany, and Zehnder, Switzerland.

About SoftCare

For further information please contact

SoftCare Software-Service GmbH

Web <http://www.softcare.de>, **Mail** info@softcare.de, **Phone** +49 (0)40 55 69 50 0, **Fax** +49 (0)40 55 69 50 50