

CGS Publishing Technologies International's ORIS color management scores impressive digital printing results at Ipex 2010

Customers and partners express high praise for unified ORIS color management demonstrated on digital presses and large format printers

Hainburg, Germany and Minneapolis, MN (June 16, 2010) – Digital color printing leader CGS Publishing Technologies International secured a large number of deals at Ipex 2010 last month, with newly-developed products ORIS Press Matcher // Web and ORIS Approve. At the booths of CGS's technology partners, Xerox in particular, positive feedback from printers and print buyers exceeded all expectations. With the theme 'From Creation to Production,' CGS demonstrated real-world solutions for all aspects of digital printing.

At the Xerox booth, the ORIS color management solution for variable data printing on the iGen4 and other high volume production systems was shown for the first time. Guided by an automated software wizard, a four-dimensional color profile (providing a color match to offset or any other standard) was generated in under 15 minutes, using ORIS Press Matcher. This in turn was used as a device link profile in the FreeFlow print server, using an option available from Xerox. The system provided perfect, system-independent color consistency from print run to print run, as well as from one digital or analog press to another. The software was designed to make the operation to be as easy as possible, so that even laymen can achieve perfect results. The software is operated through a standard Web browser, allowing access by any client, anywhere.

The first sales were made in connection with the Xerox 1000 Colour Press, which debuted at Ipex. Just prior to the exhibition, CGS was named Xerox 'Business Partner of the Year' for the second time, this year in the area of process automation.

In large format digital printing, CGS was prominently represented on the Roland DG booth. Of particular interest was the ORIS Color Tuner // Web solution, shown for the first time, creating color-accurate halftone proofs for flexible packaging on the Roland VersaUV LEC-330. The direct interface, specifically developed for this purpose, supports all functions of this printing system. The U.K. division of one of the world's largest flexo prepress companies was among the first to purchase the ORIS-enabled Roland system.

"We were positively impressed with the quality of the exhibition and the number of sales, which significantly exceeded our expectations," said Trevor Haworth, CGS Publishing Technologies' CEO. "Particularly with our technology partners like Xerox and Roland, we succeeded in selling our color management together with the printing systems newly introduced at Ipex. On the CGS booth, we have mainly put the focus on the brand-new collaborative eProofing solution ORIS Aproove. This solution was met with a strong interest from agencies and brand manufacturers."

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For more information about ORIS products go [here](#)

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About CGS

Established in 1985, CGS Publishing Technologies International GmbH, Hainburg, Germany, is a world leader in color proofing, productivity and production systems for the professional graphics arts market. Headquartered near Frankfurt, CGS also has operations in the Americas, as well as sales and support partners throughout the world. More information can be found on the CGS Web site:

www.cgs-oris.com.