



RIPit® Computer Corporation

7920 Alta Sunrise Dr., Ste. 250
Citrus Heights, CA 95610
Phone: 916 962-7050
Fax: 916 962-7053

Contact:
Steve Willis
swillis@ripit.com
www.ripit.com

For Immediate Release

RIPit® Computer Corporation announces SmartDie™ feature for OpenRIP® Flexo, Adobe® PostScript® 3™ RIPs

RIPit is pleased to announce SmartDie, a new feature available in their OpenRIP Flexo product. OpenRIP Flexo sets the standard in workflow automation, by storing step and repeat information for all the dies in a flexo printer's inventory. Stepping and repeating a job in OpenRIP is simply a matter of selecting the appropriate die -- the step and repeat process, application of bearer bars, and appropriate anamorphic distortion are done automatically and consistently by OpenRIP. SmartDie automates the process further by allowing you to specify the die by name or number when you create the job; it is no longer necessary to manually select the die each time you process the job in OpenRIP.

In keeping with our philosophy of providing the best workflow value in the flexo industry, we're providing SmartDie as part of our standard feature set. New OpenRIP Flexo users will receive SmartDie as an integrated part of our standard flexo package, and existing OpenRIP Flexo customers who are on our software support contract receive the new feature free of charge.

"I'm really excited about SmartDie," says RIPit President Wayne Wasulko. "Whenever we can automate a repetitive, error-prone process, everybody wins. Prepress staff can spend time doing what they're good at, while the RIP can ensure that the job is stepped exactly the right way, automatically. And because it saves so much time, flexo shops can increase their prepress throughput without hiring additional staff."

In addition to SmartDie, OpenRIP Flexo includes a number of other features which are especially useful for flexographic printers:

- Latest Adobe PostScript interpreter offers a substantial performance improvement over previous versions, native support for transparency, and compatibility with PDF 1.5 format.
- New View Raster feature allows you to examine the RIPped file at full output resolution, check traps and overprints, and generate an ink usage profile.
- Standard Agfa Balanced Screening for Flexo provides premium quality flexo-optimized screening in a wide variety of resolutions and linescreen frequencies.
- Optional PerfectBLEND™ Flexo screening is a second generation hybrid screening technology which virtually eliminates the highlight break and improves shadow detail.
- Standard KOOLKolor™ proofing lets you create inkjet proofs using the same interpreter you use to output the final job, eliminating variations between the proof and the printed piece.
- Optional KoolToning™ lets you create inkjet proofs which show the actual halftone pattern which will be present in the final printed piece.
- Optional Adobe In-RIP Trapping is among the most mature and respected trapping engines available.

About RIPit Computer Corporation

RIPit® Computer Corporation develops and services digital prepress solutions including the OpenRIP® Flexo Raster Image Processors (RIPs), SpeedSetter™ internal drum Imagesetters, Computer to Film and Computer to Plate Systems. RIPit's Pro Flexo digital prepress systems feature an award winning workflow and offer advanced features that make it easy to output high resolution film, plates and color accurate proofs. Some of these features include: Monitor Preview, SmartDie™ Flexo Automation, Integrated Step & Repeat and Die Data Base, Raster View, PerfectBLEND™ Hybrid Screening Technology, Custom Bearer Bars, KOOLKolor Proofing, KoolToning Halftone Simulator and much more. For more information call us at 888-947-4748 or visit www.ripit.com.