



## FOR IMMEDIATE RELEASE

### NEWS

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## Xitron Announces Recession Fighting Programs For Printers

*Extend life of existing output devices with upgraded workflow*

*Modular design allows flexibility to meet current requirements and budget*

**Ann Arbor, Michigan – March 2, 2009** – Xitron, the prepress industry's leading independent developer and integrator of Raster Image Processors, RIP management software and workflow solutions today announced recession fighting incentives for printers who upgrade an existing Xitron workflow or purchase a new Xitron workflow to extend the life of an existing output device.

“For more than 30 years, Xitron has helped thousands of printers through recessionary periods by inventing low-cost prepress tools that improved prepress productivity,” stated Mark Eisenschenk, Xitron's President and Chief Executive Officer. “Since we were able to prolong the lives of their otherwise serviceable platesetters and imagesetters, no large capital investment was required.”

Xitron workflow solutions drive more than 250 different output devices including:

- Laser and inkjet proofers
- Film imagesetters
- Polyester and Metal CtP devices
- Direct Imaging and On-Demand presses

Xitron's two lines of workflow solutions are based on the industry leading PDF Print Engine from Adobe Systems and Global Graphics Harlequin RIP. These workflow solutions were designed to meet the stringent demands of today's prepress department. Modular in design, Xitron workflows allow a printer to purchase a solution that fits their current needs and budget with upgrade capabilities to meet their future needs.

“Picking the right equipment has been our key to growing this business,” stated Ron Wells, owner of Maple Press, a trade printer in Troy, Michigan. “The prepress upgrades we have done have allowed our prepress operation to manage the growth. “ Maple Press is a Xitron customer utilizing Xitron's PRINTERnet, online job

submission, preflighting and proofing solution with a Navigator GPS workflow driving their CtP and DI press as well as their digital proofer, a Xitron PRISM plain-paper LED printer.

Details regarding the incentives are available from Xitron at [www.xitron.com/incentives](http://www.xitron.com/incentives).

Xitron products are available through a network of OEMs, distributors, dealers, and system integrators worldwide. Xitron RIPs and workflow solutions drive more than 250 different output devices ranging from black and white and color proofers to film imagesetters and the latest in CtP and direct-to-press systems. With shipments of more than 16,000 RIPs, Xitron is the largest independent provider of RIPs in the market. For more information about Xitron products, visit Xitron on the web at [www.xitron.com](http://www.xitron.com).

**About Xitron**

Xitron, a well-known brand within the software and interface group of Vanguard Graphics International, develops productive, flexible workflow systems and interfaces designed to drive the prepress industry's most popular new output devices as well as legacy systems. This prolongs their life and protects our customers' investments. Xitron's Navigator RIP, Raster Blaster TIFF Catcher, and Xenith Workflow solutions are recognized as pre-press standards. Built around core technology from Global Graphics and Adobe Systems, Xitron engineers continue to develop stable, yet flexible solutions for the graphic arts market, driving over 250 different models of imagesetters, proofers, platesetters, and digital presses. For more information about Xitron's products and OEM opportunities, or becoming a Xitron dealer, visit us at [www.xitron.com](http://www.xitron.com).

**Note to Editors:**

If you need photos to accompany this release contact Bill Owens at Xitron.

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