



Bytes and Mapsoft to launch stand-alone variable data product at IPEX

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London, UK – 18 May 2010: Bytes Document Solutions in association with Mapsoft Computer Services will make a big splash at IPEX with the launch of Infigo GO Variable Data Printing. This standalone product is designed for printers who want variable data print functionality but do not want to use a full web-to-print service.

Infigo delivers all the components necessary for a printer to create document templates for a new customer in the fastest possible time. The menu driven system takes the printer step-by-step through the set up of a template. It allows dynamic control of a document including the formatting of images, text and colours. A printer can also incorporate a wide range of variable data fields so the end customer can personalise documents such as business cards, marketing collateral, greetings cards, invitations and calendars.

The Infigo GO VDP standalone product uses the same plug-in to Adobe Acrobat that is used to design and configure PDF documents in Bytes' leading Infigo web-to-print service and the Infigo Retail solution.

Douglas Gibson, Infigo Product Manager says, "Infigo empowers printers with a wide range of easy to use tools to create their own templates. They don't need to be a graphic designer or a web programmer to use the system."

Mapsoft, an Adobe business partner and part of the Adobe Solutions Network, is a leader in providing affordable high-quality plug-ins, customised software development and consultancy services in the PDF, Adobe Acrobat and Adobe InDesign arenas. The company has been working with Bytes on the Infigo product range over the past couple of years.

Michael Peters, Managing Director at Mapsoft Computer Services adds, "We are very excited to be launching Infigo GO VDP with Bytes and adding Infigo GO VDP to our product portfolio."

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About Bytes Document Solutions

Bytes Document Solutions is a subsidiary of Bytes Technology Group, the largest Xerox and document efficiency partner in the UK and the world. The company specialises in helping organisations profit from the digital print marketplace and works within the Commercial Print/Graphic Arts sector and the Corporate sector.

www.bytes.co.uk

About Mapsoft Computer Services Ltd.

Mapsoft specialises in creating products and services that help its clients maximise their investment in PDF and streamline their workflow. Mapsoft licenses Adobe's own core PDF technology, which guarantees that all its products and customised solutions always give its customers the best PDF output possible.

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