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PUBLISHING SOLUTIONS

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## **Meadows Publishing Solutions Joins Canon U.S.A.'s Marketing Alliance Program**

### **News Highlights**

- DesignMerge® Professional Bundle, a Variable Data Software application for QuarkXPress® users, is to be introduced to Canon U.S.A. Dealers;
- DesignMerge is a suite of software modules that allow users to quickly and easily create variable data output from QuarkXPress® documents in both Macintosh® and Windows® environments;
- DesignMerge, including the PPML Driver, has been successfully tested for basic compatibility in conjunction with a Canon CLC device and a ColorPASS server by VeriTest — a leading provider of independent outsourced testing services.

**Schaumburg, IL– May 17, 2005** — Meadows Publishing Solutions today announced that it has joined Canon U.S.A.'s Imaging Systems Group (ISG) Alliance and Industry Marketing (AIM) program for the marketing of DesignMerge, a variable data printing (VDP) software application designed to enhance graphic-intensive variable data workflow.

### **About DesignMerge**

DesignMerge is a suite of software modules that allow users to quickly and easily create variable data output from most QuarkXPress documents in both Macintosh and Windows environments. Meadows Publishing Solutions has also created a customized PPML Output Driver that is optimized for streamlined production of variable data print jobs to Canon CLC devices. The solution is ideal for graphic design firms, advertising agencies, commercial printers, corporate marketing departments, and other users in the graphic arts marketplace who currently utilize QuarkXPress to create print jobs.

By preserving the existing workflow, a DesignMerge solution translates into a short learning curve, familiarity for the production team, "predictable" variable data output, and continued confidence that the job will be delivered on time. The optional DesignMerge PPML Driver expedites the production of variable data print jobs on Canon CLC devices. Through the AIM Program, DesignMerge will be introduced to more than 5000 sales representatives in three dealer channels: Canon Business Solutions, Ikon Office Solutions, and Danka Business Systems, as well as to more than 400 independent dealers.

### **Meadows Publishing Solutions Quote**

"One of the barriers to VDP acceptance is an understanding, by the client, of how the jobs will be produced and what tools are required." said John Kriho, president, Meadows Publishing Solutions. "DesignMerge allows clients to maintain their existing workflow and produce variable content from the same files and processes already in place — without extensive training or significant downtime. By supporting standardized VDP output formats, such as PPML, in a QuarkXPress environment, we are able to provide a powerful turnkey VDP solution to Canon U.S.A. Dealers through Canon's AIM program."

## **Canon U.S.A. Inc Quote**

“With DesignMerge’s easy-to-use variable data solution for QuarkXPress, and the optimized PPML Driver for Canon CLC devices, we feel our commercial print customers have a compelling new vehicle to offer quality variable data print jobs, such as one-to-one marketing campaigns, to their clients;” said Greg Ryan, senior manager, Alliance and Industry Marketing for Canon U.S.A. Inc.

## **Independently Tested**

DesignMerge, including the PPML Driver, has been successfully tested for basic compatibility in conjunction with a Canon CLC device and a ColorPASS server by VeriTest – a leading provider of independent outsourced testing services. Accordingly, it has been designated by Canon U.S.A. as “Canon Compatible” under Canon USA’s Alliance Program. A report summarizing the test plan and results has been published at <http://www.veritest.com/clients/reports/canon>.

## **About Meadows Publishing Solutions**

Meadows Publishing Solutions is a software development and consulting company specializing in commercial and custom XTensions® for QuarkXPress, plug-in modules for Adobe InDesign® and Adobe Acrobat®, and other extensible technologies. Meadows has developed a number of popular software packages for the database publishing and variable data printing markets, including their award-winning products AutoPrice™ and DesignMerge. Founded in 1991, Meadows is based just outside of Chicago in Schaumburg, Illinois.

## **About Canon U.S.A., Inc.**

Canon U.S.A., Inc. delivers consumer, business-to-business, and industrial imaging solutions. The Company is listed as one of *Fortune’s* Most Admired Companies in America and is rated #35 on the *BusinessWeek* list of “Top 100 Brands.” Its parent company, Canon Inc. (NYSE:CAJ), is a top patent holder of technology, ranking third overall in the U.S. in 2004, with global revenues of \$33.3 billion. For more information, visit [www.usa.canon.com](http://www.usa.canon.com).

## **About Canon U.S.A. AIM Program & Canon Solution Providers**

Canon U.S.A.’s AIM Program offers controlled, third-party laboratory testing for basic compatibility and interoperability verification in order to help identify and promote third-party solution providers that may add value to Canon’s core line of imageRUNNER, CLC, and Integrated Filing Systems products. Testing is conducted by VeriTest, the testing division of Lionbridge (Nasdaq: LIOX).

Vendors meeting basic marketing and compatibility requirements are eligible to promote “Canon Compatible” solutions through Canon U.S.A.’s Marketing Alliance program, designed to help leading software and hardware companies deliver value-added workflow solutions to end-customers.

A Canon Solution Provider is a third-party company that has enrolled in the Canon Alliance Marketing Program. Canon Solution Providers are typically technology leaders in their respective marketplaces who market software or hardware products that may be complementary to Canon U.S.A. Imaging Systems Group Division products. Canon presents these products in order to help customers identify potential new solutions and workflow scenarios in which they can utilize their Canon products.

## About VeriTest Services from Lionbridge

VeriTest is the testing division of Lionbridge (Nasdaq:LIOX), a leading provider of globalization and testing services. With datacenter-equipped labs in North America, Europe, and Asia, VeriTest provides a range of testing services that enable clients to ensure quality, usability, interoperability and performance of products, applications, web sites and systems. VeriTest also provides certification and competitive analysis services that give customers assurance that the products and systems they are buying meet strict, industry-defined standards for quality; and deliver measurable performance against industry standards and competitive offerings. With VeriTest services from Lionbridge, customers have a single global outsourcing partner to support the entire lifecycle of their enterprise applications, from development, to localization, to testing and maintenance.

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