

# PRESS RELEASE

**Agfa Graphics**

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## Agfa Graphics Adds Variable Data Capabilities to :M-Press TIGER Digital Press

**Co-developed with Thieme, Agfa's high-speed flatbed inkjet press is the fastest engine in its class and the only hybrid press with in-line screen printing**

Mortsel, April 26, 2010 - Agfa Graphics today announced the addition of variable data capabilities to the :M-Press TIGER digital press. Co-developed with Thieme, Agfa's :M-Press TIGER is the fastest and most advanced digital press in its class. More info will be available at the Agfa stand at IPEX in Birmingham, UK, 18-25 May 2010.

With the addition of :Apogee VIBE variable data printing (VDP) users can offer their customers a wider range of products and services even without slowing down the printing process in most common use cases. They can still offer superior image quality and detail rendering with low ink consumption, providing the look and feel of offset.

:Apogee Vibe is a straight forward graphic editor for creating print jobs with variable data content on the :Dotrix and the :M-Press TIGER. With Apogee Vibe the user can define elements such as text, graphics and images which may change from one document to the next without holding or slowing down the press. All variable elements (text or graphics) are retrieved from a database (or spreadsheet). And to optimise print capacity on press, :Apogee Vibe supports multiple-up variable pages on the same sheet.

A VDP preview displays the actual content of the fields from the database and the static images (those that are the same in all documents). Pages are assembled on the fly as variable elements from each record are merged with the static elements during printing.

Several :M-Press TIGER systems have been sold around the world, and others have since been upgraded to reach current speeds of up to 165 sheets/hr on the floor. It features the lowest cost of ownership available in the market.

:M-Press TIGER is also upgradeable, giving users an investment that can last for more than 20 years, only the digital shuttle needs to change when the next generation is launched. Original customers are already in the process of upgrading to faster, more productive systems.

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"Digital printers or big print shops that are looking for a high-end, high-speed and high-quality flatbed press need not look any further", said Richard Barham, Vice President inkjet, Agfa Graphics. "And with the Apogee Vibe variable-data printing for the M-Press TIGER, users can now offer new applications to a broader range of market segments".

The M-Press TIGER is ideal for output for Point-of-Sale (POS), signage, exhibit graphics, indoor and outdoor posters, banners, billboards and more.

With a maximum print area of 1600 x 2600mm, the M-Press TIGER can handle a wide range of flexible and rigid substrates from 120g/sqm up to 3kg/sqm in full four-colour process.

"With the many advancements in the technology behind the M-Press TIGER, we're seeing many more analogue printers interested in converting to digital", said Tom Cloots, Business Line Manager, M-Press, Agfa Graphics. "They are recognizing the benefits offered by the M-Press TIGER, including its flexibility in printing short or long runs and shorter turn-around times per job".

The system is now available.

## About Agfa

The Agfa-Gevaert Group is one of the world's leading companies in imaging and information technology. Agfa develops, manufactures and markets analogue and digital systems for the printing industry (Agfa Graphics), for the healthcare sector (Agfa Healthcare), and for specific industrial applications (Agfa Materials). Agfa is headquartered in Mortsel, Belgium. The company is present in 40 countries and has agents in another 100 countries around the globe. The Agfa-Gevaert Group achieved a turnover of 2.755 million euros in 2009.

Please visit us at [www.agfa.com](http://www.agfa.com)

## About Agfa Graphics

Agfa Graphics offers integrated prepress solutions to the printing industry. These solutions comprise consumables, hardware, software and services for production workflow, project and colour management.

Agfa Graphics is a worldwide leader with its computer-to-film, computer-to-plate and digital proofing systems for commercial and packaging printing and the newspaper publishing markets.

Agfa Graphics is rapidly developing its position in the new segments of industrial inkjet with comprehensive solutions for various applications such as documents, posters,

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banners, signage, displays, labels and packaging materials. Its experience in both imaging and emulsion technology has provided the expertise required for developing a complete assortment of high-quality inks.

Please visit us at [www.agfa.com/graphics](http://www.agfa.com/graphics)

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