

Press Release: For immediate distribution



**HYBRID SOFTWARE LICENSES IC3D SUITE FROM CREATIVE  
EDGE SOFTWARE FOR 3D PACKAGING APPLICATIONS**

LANGHORNE PA, SEPTEMBER 25, 2014 — HYBRID Software are pleased to announce that they have licensed the IC3D Suite of 3D packaging simulation and design applications from Creative Edge Software to bring 3D into the packaging production lifecycle.

“3D modelling and visualization have been important in the packaging design process for years, but it took a fresh perspective and a lot of collaboration to integrate 3D directly into the packaging production workflow,” explains Nick de Roeck, Director of Software Development for HYBRID Software. “Once we saw the power of the IC3D Suite, it was an easy decision to fully support IC3D in our Cloudflow workflow and our PACKZ native PDF editor.”

The IC3D Suite recently won the prestigious InterTech Technology Award from Printing Industries of America for innovative excellence in the graphic arts industries, while PACKZ 2.0 was awarded a MUST SEE ‘EM award, which will also be presented at Graph Expo in Chicago.

“The integration of two award-winning products provides tremendous synergy to our customers and complements IC3D’s position in the design and creative space,” says Nick Gilmore, CEO of Creative Edge Software. “We are very pleased to partner with HYBRID Software to bring 3D into packaging production.”

Visit HYBRID Software in booth # 4620 at Graph Expo, September 28 – October 1, 2014, McCormick Place in Chicago, Illinois.

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### **About HYBRID Software**

Headquartered in Langhorne, PA and with additional offices in Belgium, Germany, and Italy, HYBRID Software is a software development company focused on Order Lifecycle Management for the graphic arts. Their top-notch team has over 1000 combined years of printing experience and can easily tackle the integration challenges facing the packaging and printing industry today. Their clients and partners receive a unique set of advantages that include vendor-independent solutions based on industry standards, scalable technology for numerous applications and segments, and low cost of ownership based on open standards and native PDF workflows. Their underlying software architecture protects customer investments, and the responsive development and management teams assure nimble changes to stay ahead of market demands.

For more information visit: <http://www.hybridsoftware.com>.

### **About Creative Edge Software**

Creative Edge Software is a U.S registered software development company, with UK based research and development. Their innovative patented 3D technology helps the ideation/design process in the packaging, labelling & imaging markets. It quickly enables more customers to better engage with the packaging, and greatly reduces the time to production. Their development pedigree spans 26 years creating & developing innovative software solutions for Fuji Film, FFEI, Image Technologies, 3D computer games companies, leading OEMs and partners.

For more information, go to <http://creativeedgesoftware.com>.

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