



HYBRID SOFTWARE BECOMES 'THE ALTERNATIVE' WITH LAUNCH OF CLOUDFLOW

Signalling a major shift in philosophy and product mix, Hybrid Software has positioned itself firmly as 'The Alternative' software vendor for the worldwide graphic arts market. The change is being announced alongside the global launch of Cloudflow, which introduces a totally new 'workspace' concept to the web-enabled production environment.

"The majority of existing workflow systems are constricted by being modelled on outdated core technology or architecture that is simply not designed with the required demands in mind," says chairman Guido Van der Schueren. "When you examine the background of what's available from the major players this becomes apparent very quickly. Cloudflow is a web-based portal solution that has been built from the ground up, with none of these inherent limitations in functionality or flexibility.

"With the extensive consolidation that continues to occur in all graphic arts segments, many companies are global suppliers with multiple locations. A cloud-based workflow system that is accessible to all locations is exactly what these graphic arts suppliers need. Cloudflow has already been proven in the labels and packaging market by companies such as Xeikon and Oki Data. We are extremely excited to be launching it generally to the worldwide market.

"The enormous changes taking place within the industry include the growing need for printers of all kinds to offer a greater range of services to their customers. The architecture behind Cloudflow enables companies to easily create local and private cloud-based environments in which to operate with complete safety. Cloudflow is accessible to businesses of all sizes, whether they are in the brand service, packaging, commercial offset, digital, labels, inkjet or screen sectors. With the launch of Cloudflow, graphic arts companies have the ability to meet their clients' current and future needs in a way that has not been possible before."

Integration will continue to form an important part of Hybrid Software's portfolio, and its highly successful Order Lifecycle Management concept has been streamlined so that all OLM modules now come under the FaceLift umbrella. The addition of Cloudflow allows printers and their customers to handle all pre-press production, annotations and approval of work within one secure environment.

Cloudflow's core architecture allows precise control of all production elements of the file, while the modular design enables Hybrid Software to tailor solutions to the exact needs of a customer. This could include automating functions such as step and repeat and trapping, or incorporating Hybrid Software's Proofscope Live for browser-based editing. Like all Hybrid products, Cloudflow has been built using state-of-the-art HTML5 technology for compatibility with major browsers, tablets and smartphones.

Hybrid Software will be demonstrating Cloudflow and discussing its new strategy during several events in September – Proflex, Stuttgart, Germany (10th - 11th), Print 13, Chicago, USA (8th - 12th) and Labelexpo Europe 2013 (24th - 27th) Brussels, Belgium.

Hybrid Software was formed in 2007 as Hybrid Integration in Pennsylvania, North America. There are offices in Belgium, Germany and Italy and distributors throughout many countries. Its Order Lifecycle Management concept treats integration as a product, turning on its head conventional thinking about how to integrate hardware, software and workflows. Hybrid's Order Lifecycle Management is designed for use in all areas of print, from commercial offset and digital to packaging, labels, inkjet and the screen/sign markets.

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