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## **HYBRID SOFTWARE INTRODUCES NEW CLOUD-BASED WORKFLOW TO COMPLEMENT ORDER LIFECYCLE MANAGEMENT PRODUCT LINE AT PRINT 13**

Hybrid Software (Booth # 5145) receives a PRINT 13 MUST SEE EM award in the  
“Sales and Order Entry” category

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**LANGHORNE PA, AUGUST 27, 2013** — At PRINT 13, Hybrid Software (Booth #5145) will showcase an expanded range of products extending its Order Lifecycle Management (OLM) software solutions to include cloud-based production workflows and native PDF file editing.

“Hybrid Software originally developed our product line to provide easy, comprehensive connectivity between all existing web-to-print, MIS, and production systems, to help streamline production and improve productivity,” explains Michael Rottenborn, Hybrid Software President & CEO. “However, by extending our product line with workflow and native PDF editing software solutions, we can provide a complete offering to our customers. We believe these additional products will define Hybrid as a full-line supplier for the printing and packaging industry. We consider this one more natural, controlled step in our progression, extending order lifecycle management with workflow.”

Hybrid’s new workflow product, Cloudflow, was developed from the ground up as a portal-based solution using state-of-the-art HTML5 technology for compatibility with major browsers, tablets, and smartphones. It can operate in a local or private cloud environment, accessible from any location, with all graphics files and automation capabilities. This is important, since many graphic arts companies are global suppliers with multiple locations who can benefit tremendously from a centralized web-enabled approach to production workflow.

Cloudflow's portal-based architecture delivers precise control of all production file elements, allowing printers and their customers to handle all pre-press production, annotations and approvals within one secure environment. Meanwhile, the modular design enables Hybrid Software to tailor solutions to each customer's exact needs. Depending upon the specific industry segment (labels and packaging, wide format, commercial printing, etc.), this could include automating functions such as step and repeat, trapping, imposition, or even browser-based editing.

"Cloudflow has already been proven with labels and packaging companies, in solutions offered by Xeikon and Oki Data, for example. We are excited to demonstrate it under our own brand umbrella at PRINT 13. We are also thrilled that the 2013 judges understand the importance of order lifecycle management and have honored Facelift with a PRINT 13 Must See Em award," adds Rottenborn.

Hybrid Software's OLM products address the entire production workflow, from online ordering to delivery, integrating with most popular MIS systems, databases, and production systems. Rather than requiring extensive, customized software development from IT consultants, the traditional Hybrid Software solutions provide "integration as a product": all the tools to make the process easier for inhouse IT departments to map data and implement cohesive production systems. Hybrid's full product line, including new and improved versions of Facelift, Pipeline, Taskforce, Frontdesk, and Proofscope, will be demonstrated during PRINT 13 at the Hybrid booth (#5145) as well as the Xeikon booth (#841).

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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 development team has over 100 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. 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>.

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