



## **Pullcast to Champion New Ultimate TechnoGraphics' Solutions at Dscope APJ and IGAS**

Montreal, Canada, September 9th 2015, Ultimate TechnoGraphics, leader in imposition and finishing automation software, is proud to announce its partnership with Pullcast, Inc., a Value Added Reseller for the Japanese market and a leader in serving enterprises and large agencies as a workflow solution integrator and web-to-print developer.

Pullcast will demonstrate Imposstrip and Ultimate Bindery finishing automation at Dscope APJ in conjunction with the International Graphic Arts Show (IGAS2015), from September 11<sup>th</sup> to the 16<sup>th</sup> 2015, in Tokyo, Japan. Pullcast will be showcasing live an end-to-end workflow driving fully automated applications from OneFlow, a new ordering and workflow system, printing on the HP Indigo 10000 and building book blocks automatically on the unique Horizon SmartStacker. This workflow is managed by the award winning Ultimate TechnoGraphics' Ultimate Bindery Module, enabling the Direct2Finish capability of the HP SmartStream server. This workflow will also be powered by Imposstrip<sup>®</sup> Automation for exact imposition layouts, maximizing the Horizon SmartStacker waste removal logic.

"Pullcast is a very dynamic and dedicated Value Added Reseller for Ultimate in Japan, says Julie Watson, VP Strategic Marketing for Ultimate TechnoGraphics, plus coming from a Print Service Provider background, Pullcast's team understands customers' needs for workflow automation and they have the know-how to implement workflows with Imposstrip<sup>®</sup> and Ultimate Bindery."

"We have been looking for partners from all around the globe to provide the best in class technology in imposition and finishing automation to Japanese market, and Ultimate TechnoGraphics is the perfect match for us" says Yuki Okamoto, Chief executive officer of Pullcast Inc., Japanese digital printing market is evolving very fast in past few year. Not only in graphic arts industry but print buyer segments like agencies and marketing service providers are starting to seek and adopt the latest digital print technologies, which requires full automation and integration with other technologies to meets their SLA. Our team is excited to be able to offer Ultimate's technology portfolio and confident that together, we can bring success to all customers."

### **What is new?**

Imposstrip<sup>®</sup> Automation v.9.2 release for IGAS2015 delivers new functionality to its users:

- New Unicode XML connectivity automating Job ID and other elements

- The ability to generate impositions for the Horizon SmartStacker in order to remove blanks automatically. It converts this information into a JDF for automatic make-ready on the HP SmartStream or pXnet.
- The ability to automatically generate banner pages over a group of jobs printed on a sheet with barcodes, color blocks and thumbnail images, in addition of the banner sheet configurator. Ideal for tracking books, cards in a ganged run imposition, leveraging B2 presses productivity.
- The ability to map custom values inserted by upstream systems using the Universal XML/JDF Mapper allowing anyone to use web2print in connectivity with Impostrip.
- Windows 10 compatibility

Ultimate Bindery v.4 release, winner of the 2014 MUST SEE 'EMS award, is now available to the market in 5 languages and soon in Japanese with its new Web user interface. Available with HP SmartStream are two new JDF machine drivers for the Asian market:

- Daeho I-Cutter 780, a very popular cutter from Korea
- Horizon SmartStacker driver also providing important features for concatenated finishing

To get a full demo of these solutions, visit Pullcast, at Dscope APJ, IGAS2015, or visit their website at <http://pullca.st>.

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### **About Ultimate TechnoGraphics**

Automation drives results in printing. This is the foundation of all Impostrip® product developments and today printers have sworn by Impostrip®'s speed, power, flexibility and ease of use in a digital or hybrid environment. Ultimate TechnoGraphics invented digital imposition with the first release of Impostrip® in 1989, and has continued to play a leading role in the market ever since while providing the most innovative and progressive imposition products. Ultimate today leads in imposition and finishing automation software solutions. The company has a rich history of providing and integrating imposition technologies into hardware and software workflow solutions for print industry leaders including Duplo, Glunz&Jensen, HP, Muller Martini, Ricoh-InfoPrint, Xerox, and others.

[www.imposition.com](http://www.imposition.com)

### **About Pullcast, Inc.**

"Technology with accuracy" is the key element of what Pullcast Inc., provides to all who are looking to adopt web to print concept to improve the way of communication with physical media.

Understanding what brand owners are seeking for, and to provided the best possible model design and technologies available for successful integration is the foundation of our products development.

Not only providing Web to print platform "PC Frontier", and production optimization platform "PC OneFlow". The company provides professional service and system integration with the best technologies

available to help support all process of service and business development. This has resulted in company's success with 10 OEM brands and more than 1800 corporate users.

<http://pullca.st>.