



## Dimensional Impressions becomes Artwork Systems CAD Solutions

Popular *Score!* Portfolio will Benefit from Parent Company's Resources

VP Erin Hollandsworth to Guide Veteran Team as General Manager

April 17, 2007 – Encino, CA and Ghent, Belgium – Dimensional Impressions, developer of the popular *Score!* portfolio of CAD applications, will become known as Artwork Systems CAD Solutions effective immediately, the companies announced today. Artwork Systems Chairman of the Board, Guido Van der Schueren, says the name change reflects tighter integration of resources among Artwork Systems companies.

Artwork Systems' sophisticated knowledge of digital design and processing technologies for packaging and graphic arts is core to all three of its businesses: Artwork Systems, Enfocus, and Artwork Systems CAD Solutions. As a result, all 3 can leverage the overlapping, foundational technology strengths the companies have become known for, and additionally share appropriate operational resources. For example, Artwork Systems CAD Solutions' *Score!* product line will be able to utilize Artwork Systems' considerable, and advanced, Macintosh development resources. *Score!* is already renowned as the only package industry-specific CAD solution available for Macintosh.

"We've seen how advantageous it is to integrate resources, but only when, and where, it truly makes sense," Van der Schueren says. He explains that portions, or entire, operations are sometimes best left alone to nurture their creations. In the case of Artwork Systems CAD Solutions, it was clear that a very talented team with loyal customers all over the world was already in place, and therefore there was no need to change any of the factors that made this possible.

There is, however, tremendous value to be gained by optimizing overlapping functions; especially synergistic R&D operations, and the team at Artwork Systems CAD Solutions agreed that now is a good time to do so.

“The CAD for packaging marketplace will get a substantial boost from our closer dealings with our parent company, an industry leader in its own right,” says Erin Hollandsworth, Vice President for Sales and newly appointed General Manager of the group. “We look forward to sharing those benefits with our customers.”

Hollandsworth says that aside from the name changes and expected benefits of a more tightly integrated organization, the day-to-day customer experience will remain the same. No service, support or contact information changes are planned.

### **About Artwork Systems CAD Solutions**

Artwork Systems CAD Solutions (formerly, Dimensional Impressions), based in Encino, California and with offices around the world; is dedicated to pushing the envelope of what can be accomplished through design and design-related technology, with the goal of assisting its customers in working better, faster, and more profitably.

Formed in 1991 by a group of packaging industry professionals determined to provide a set of design-related software tools that would revolutionize the packaging, display and steel-rule die industries; the group’s first product was Score! CAD, which has been installed in over 600 companies in North America. Subsequent products include Score! DB, Score!-x and the newly released Illustrator Plug In. The CAD solutions group also offers design and data integration with customers’ ERP and manufacturing programs. In 2001, the organization became part of the Artwork Systems family, resulting in an even broader global presence.

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