

## Xanté Reports Successful drupa

- ***New solutions embraced by small to mid-sized printers and distributors***
- ***Sales exceed aggressive goals by 70%***
- ***State-of-the-art platemaking, workflow, 3D and digital print products now affordable for majority of print and prepress market***

**June 23, 2008 – Mobile, AL, USA & Duiven, The Netherlands** – Xanté announces today that at the conclusion of drupa, the largest graphic communications trade show in the world, it has exceeded its aggressive sales goals by 70%. The company reports that its multi-lingual staff conducted hundreds of demonstrations, collected thousands of sales leads and took orders spanning its entire PDF workflow and imaging systems prepress product line. Xanté also attracted new distribution partners from the UK, Benelux, Middle East, India, Asia and Africa.

“Standing out among the goliath suppliers at this venue is quite an accomplishment. We feel that we were successful at drupa because our old fashioned customer service combined with state-of-the-art, yet practical and high quality, innovative solutions really resonates, especially for the middle and smaller sized companies, which we know best,” says Scott Reese, Xanté Senior Vice President, Worldwide Sales and Service.

Reese said it was clear that there were significant numbers of attendees representing the small to mid-size market. “Speaking with these customers and distribution partners reinforced that we are hitting the right chords with them. Our sales exceeded expectations because there was instant recognition of the value, quality and innovation of Xanté solutions. Xanté is known throughout the market for being able to meet customer demands and deliver products that generate a return on investment almost immediately.”

### **Xanté Hot Products at drupa**

Drupa was the setting for a number of product introductions including the new Illumina 3D, the next addition to Illumina Digital Color Press series with direct to lens digital printing capability; and the PlateMaker 5 XL, a design concept for a large format, process- and chemical-free polyester CTP system.

Visitors to the Xanté exhibit saw live demonstrations of the newest version of OpenRIP Symphony PDF workflow for traditional and digital prepress; the major release of OpenRIP Flexo Professional workflow for flexography; and the European debut of the Illumina 502 heavy stock, digital color press. Xanté also announced OpenRIP Symphony workflow support for Adobe PDF Print Engine 2.

“There was a lot of excitement around our core products, but the new Illumina 502 and Illumina 3D were big hits with standing room only crowds for demos. We were also pleased that our new large format PlateMaker 5 XL was extremely well-received. This system was developed in response to a customer’s request and we believed that it may be a great fit for other printers, so we brought the solution to drupa to test market interest. The feedback was so positive that we took numerous orders and even sold the show demonstration model right off the floor!” says Reese.

Visitors attending GraphExpo this fall can see these featured solutions.



### About Xanté

Xanté provides state-of-the-art PDF workflow and imaging solutions for high quality graphic and prepress applications by leveraging a combination of its own hallmark technologies and those acquired from RIPit and Exxtra. The product line includes process-free metal and polyester computer-to-plate imaging devices including the popular Impressia and PlateMaker lines; high resolution digital color presses including the Illumina family; large format VM series violet metal platesetters and the SpeedSetter series of polyester imaging systems; and award-winning OpenRIP workflow software RIP, an Adobe PDF Print Engine (APPE) workflow with JDF and support for Adobe PostScript 3. OpenRIP workflow software allows every device in the print shop -- including platesetters, imagesetters, laser printers, digital copiers, inkjet printers and plotters -- to be controlled from a single RIP for true workflow consistency.

Xanté Corporation headquarters is located in Mobile, Alabama, USA, with offices in Sacramento, CA, USA, Duiven, Netherlands, and Zhengzhou, China. Xanté products are distributed through a worldwide network of reseller and distribution partners. For more information, please visit [Xanté.com](http://Xanté.com).

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