

## ***FOR IMMEDIATE RELEASE***

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### **Xinet Reaches Out To Color Central Users**

Berkeley, CA – June 4, 2003 – Following the news of Creo's decision to discontinue Color Central, Xinet, Inc. is encouraging Color Central users to take advantage of Xinet's Competitive Trade-In policy that gives \$1,500 credit toward the price of Xinet's FullPress on all supported platforms.

Following the most recent of a series of acquisitions and sales that have changed Color Central's ownership seven times in the last decade, Creo announced last week that it has shifted technical support responsibilities of the OPI solution to WAVE Corporation.

In recent years, thousands of Color Central users have switched to Xinet's FullPress and experienced excellent results in network performance.

"We abandoned Color Central because it was slow and it didn't work," said Kevin McDonald, Prepress Systems Administrator at Hammer Lithograph, a \$50-million sheetfed printer headquartered in Rochester. "FullPress blew us away the first time we put it in place and used it. It's been rock solid ever since."

At The Topps Company, the \$400-million collectible trading card company, the LAN Administrator says Color Central and Xinet "are not in the same league."

"We had a lot of problems with Color Central. We experienced a lot of system crashing and a lot of re-starting. FullPress is just a lot more robust," Topps' LAN Administrator Greg Pedersen said.

In addition to robust client-server file sharing, FullPress offers support for over 20 input formats including PDF and TIFF/IT; an OPI engine that is the industry standard; powerful print spooling and output scaling, and output generation of PostScript, PDF, PDF/X-1a, and TIFF/IT P1.

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### **About Xinet, Inc.**

Xinet has developed image server software for the graphic arts, communications, publishing and printing industries since 1991. Now the de facto standard among advertising agencies worldwide, the Xinet WebNative platform is the only digital asset management system that offers a dynamic production workflow toolset.

With its integrated database that speeds search and retrieval of assets, Xinet WebNative also creates automated, metadata-driven workflows. Through a browser-based interface accessible over the network or over the Internet, Xinet WebNative marries dynamic content distribution and manufacturing systems into one powerful asset management tool used globally by top marketers.

Xinet's customers include: BBDO, Draft FCB Group, Lowe Worldwide, McCann Erickson, Ogilvy & Mather, TBWA Worldwide, TracyLocke; Macy's, Jarden Corp./Sunbeam, Otto Versand; *Fortune*, *Sports Illustrated*, *Time*; and Quebecor World.

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