

## **For Immediate Release**

# ColorQuick Makes Seybold's 25 HotPicks

PENNSAUKEN, NJ, AUGUST 26, 2000—The editors of Seybold Publications selected the application service provider ColorQuick.com as one of only 25 HotPicks out of hundreds of products and services that will be exhibited at Seybold San Francisco 2000 this weekend.

The exposition and conference, which runs from August 28 through September 1 in San Francisco's downtown Moscone Convention Center, highlights the latest publishing technology for print, Web and cross-media publishing. HotPicks are the products, technologies and services that the Seybold editors believe are particularly relevant to professional publishing and reflect Seybold's vision of where the industry is heading.

ColorQuick's state-of-the-art system is the first online service to completely automate the commercial print estimating and pre-press process. The system does not use any templates and will work with any software that can produce PostScript or PDF output.

ColorQuick combines automated estimating with job submission, preflighting and remote proofing to reduce the delay and labor cost of process-color printing. ColorQuick provides instant quotes for a wide range of common job types for sheet-fed offset presses. Submitted jobs are automatically preflighted; a trapped PDF proof is generated and returned to the customer; and the printer receives a fully trapped, ready-to-impose file that is optimized for its equipment.

The fully automated process eliminates labor and generates tremendous time and cost savings without sacrificing quality. For instance, in estimating, without ColorQuick, companies that use online printers still wait for a human with a sharp pencil to determine the price to bid for each job.

"In August of 1999," says Mark Weiss, president and founder of ColorQuick, "we proved the technology by passing a print job automatically through our entire pre-press production process. Combining this with the communications potential of the Internet allows a job that once took two or three days to be completed in half an hour."

Weiss will unveil the business-to-business (B2B) service to the printing and publishing market at a Seybold San Francisco 2000 exhibition on August 28. To demonstrate the technology visitors to ColorQuick's exhibitor booth #2538 can produce their own customized print-ready files to experiment with back in their shops.

### **For more information:**

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