

PRESS RELEASE

RealVue3D V4 mark-up and approval tools complete the 3D approval process

- RealVue3D V4 includes new annotations feature
- Offers creators and their clients a real alternative to hard copy proofing
- V4 allows stakeholders to collaborate on content and concept selection

Hemel Hempstead, UK (29th September 2009). FFEI is pleased to announce the release of **RealVue3D V4**. From October 2009 new and existing customers will be able to access the time and cost saving benefits of this unique 3D design and pre-press production software tool.

RealVue3D V4 includes **new** annotation and approval tools, allowing both creator and client to communicate and collaborate on design concept selection and approval without the aid of a scalpel, ink or paper.

RealVue3D from FFEI is a design and pre-press production tool that will transform a brochure, catalogue, magazine, leaflet or any other commercial print PDF into a stunning and interactive 3D simulation.

From complex folds to special print finishes like spot varnishes, metallic foils and embossing – RealVue3D can emulate every detail of any job, giving a 3D visual of numerous finishes not achievable in a traditional mock-up or 2D proof.

The new annotations tool offers a real alternative to hard copy proofs and 2D PDF files, streamlining the communication process between stakeholders to ensure the final product meets expectations. Digital comments are simply added at any point throughout the 3D simulation and each one has a unique ID with a local date and time stamp. Comments can be globally or individually approved or rejected with a clear visual guide to indicate consensus. A comments summary report with page thumbnails can be viewed on screen or printed locally.

Simulating look and feel, document pagination and layout, has never been so quick and easy, enabling Designers and Creative teams to experiment with a multitude of imaginative concepts and finishes in order to meet the brief. Printers can use RealVue3D to build certainty for 'right first time' printing, eliminating material and courier costs required for traditional proofing and approval methods, whilst still maintaining job integrity. RealVue3D offers Publishers the facility to quickly create and test subtle variations of every book or magazine cover, enabling them to maximise their impact when they hit the shelf.

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RealVue3D Server V4 automates the creation and upload of 3D proofs, enabling easy integration with existing pre-press workflows. A hot folder based architecture allows multiple users to create 3D simulations by dropping their creative or rastered (soft proof) PDFs into the RealVue3D Server queues from anywhere on the network. Each hot folder can be set up with a unique simulation template for fast and accurate ‘virtual finishing’. With automatic upload for instant inclusion into a web page and immediate on-line collaboration, RealVue3D Server is a cost effective way to a tighter, more integrated approval workflow.

RealVue3D products are sold through a growing network of distribution partners and directly from the RealVue3D.com web site. Fully functional, time limited trials of RealVue3D and RealVue3D Server can be downloaded from www.realvue3d.com/v/rv3d_trial.

ENDS

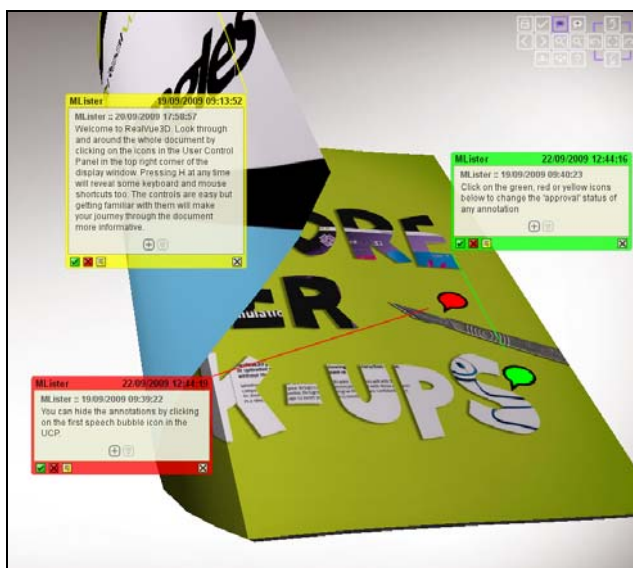
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FFEI Ltd

Is your print spot on? At FFEI we know quality. Our prepress equipment and graphic arts software are specifically designed to produce commercial print jobs that keep our customers looking good. Additionally, our digital imaging and scanning technologies power solutions from discriminating clients who benefit from our innovative ideas. A division of Fujifilm for almost ten years, FFEI Ltd became a privately-owned company after a management buyout in November 2006. With headquarters in the UK, we distribute our products worldwide via distributors and partners.