

REALVUE3D V3 IS SHIPPING!

Hemel Hempstead, UK. 15th December 2008: FFEI is pleased to announce the latest version of its ground breaking 3D print simulation and virtual finishing application – **RealVue3D**.

Version 3 of RealVue3D simplifies the product range and delivers more new and unique simulation tools to add value to the print design and approval process for designers, art directors and printers at all levels.

The original line-up of Presenter, Designer and Designer Pro are replaced by a single standalone application called **RealVue3D V3**. Mac and PC continue to be fully supported. Additionally, RealVue3D V3 can run as an Acrobat plug-in, a Quark XT or completely standalone. The Unique Activation Codes supplied will enable all three variants on one platform – but only one at a time.

RealVue3D V3 has all the same great features as the original Designer Pro plus -

- the ability to split spreads into variable page sizes
- option to modify the splash screen logo
- a new anti-aliasing image quality option
- a new retail price of **£595 + VAT**

RealVue3D V3 is also the gateway to a new special effects option called the **SFX Pack** which provides the tools to simulate complex print finishes as first previewed at drupa.

- embossing and deboss
- metallic foils
- iridescent inks
- cut-outs and cut-ins
- paper textures and colours
- extended varnishing tools

This option retails for **£195 + VAT**. Users must be at V3 of RealVue3D to use the SFX Pack.

Upgrades: All existing RealVue3D customers can upgrade to V3. The upgrade has a retail price of £295 + VAT. This price does not include the SFX Pack which can be purchased separately.

All new products, including upgrades (V1/V2 to V3) are available for purchase via the RealVue3D E-Store at www.realvue3d.com

REALVUE3D V3 IS SHIPPING! ... continued ...**RealVue3D V3 Server Pro**

Printers are finding value in 3D simulation tools to help them make improvements in their print production processes – saving time, money and resources.

- How?
 - Elimination of a hardcopy Blueline (imposition proof)
 - Ability to show concepts to a customer before printing
 - Use of RealVue3D at press side or bindery side via monitors to eliminate making copies for each manufacturing process
 - Quicker turnaround, faster cycle times because couriers are not required to transport hardcopy proofs to customers who require a Blueline
- Leading to -
 - Reduced costs due to reduction in digital proof output
 - Reduced courier costs
 - Reduced environmental impact

Server based versions of RealVue3D were introduced to allow **multiple users** to create 3D simulations from anywhere on the network via template based hot-folders.

With the introduction of V3, there is now a single server product called **RealVue3D V3 Server Pro** and it too has a new, **lower retail price point of £6250 + VAT**.

The SFX Pack is available for V3 Server Pro with a retail price of **£795 + VAT**

Further details of RealVue3D V3 Server Pro can be found on the RealVue3D web site at - www.realvue3d.com/v/server

For further enquiries or information about RealVue3D V3 please contact

Mick Lister
Business Manager - Software

Office: +44 (0)1442 210472

Mobile: +44 (0)7748 936841

E-Mail: mick.lister@ffe.co.uk

FFEI Ltd

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