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Veroproof® Personal Proofing System Achieves IDEAlliance®'s GRACoL® 1, SWOP® 3, and SWOP® 5 Certification



PENNSAUKEN, NJ (September 4, 2009) – ColorQuick, LLC, today announced that its Veroproof Personal Proofing System with an Epson® R2880 printer has received GRACoL 1, SWOP 3, and SWOP 5 certification from IDEAlliance. Veroproof will debut at the Print 09 Conference in Chicago on September 11, 2009.

Mark Weiss, President of ColorQuick, LLC, is very pleased to introduce the Veroproof Personal Proofing System. “It is exciting to develop a technology that can meet the requirements of both GRACoL and SWOP specifications, and still deliver unprecedented value and quality that benefits both printers and creative professionals alike.”

Veroproof is a patented, hard copy personal proofing system, loaded with unique features that also make the product well-suited for remote proofing. Competing systems can be prohibitively expensive to install and maintain, lack a visual quality indicator or don't include a robust communications network. Veroproof solves all of these challenges in a single, completely integrated system with a street price for all the required hardware of around \$1,000.

The free Veroproof RIP software, which will be available for download at www.veroproof.com after September 12, currently has output profiles available for the Epson R2880, HP B9180 and B8850 13" x 19" inkjet printers.

The Veroproof System:

- Is the most cost-effective, all-in-one remote proofing system available.
- Handles color management, using ICC profiles without requiring additional software or calibration tools.
- Is certified to meet SWOP and GRACoL specifications using the Epson R2880. Separately, HP B9180 and B8850 printers are also supported.
- Includes free software and a robust store-and-forward communication network for guaranteed file transmission for remote proofing.

About ColorQuick

ColorQuick's mission is to help people communicate better graphically. ColorQuick, a leading developer of web-to-print workflows since 2000, combines creativity and technology to produce breakthrough products. Fusing proprietary technology and off-the-shelf systems, ColorQuick streamlines the creation, control and distribution of marketing documents—enabling clients to achieve the speed, quality and cost savings possible with state-of-the-art, web-enabled digital workflows. With innovation at the core of its business, ColorQuick has several patents related to graphic arts systems and processes, including Preflight for Purpose, QuickFit and Veroproof. The company also has a number of patents that are currently pending. You can find ColorQuick at www.colorquick.com.

GRACoL and SWOP are registered trademarks of IDEAlliance.

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If you'd like more information about this topic, or to schedule an interview with President Mark Weiss, please call Scott Levy at 888-256-4440 or e-mail Scott at slevy@colorquick.com.