

NEWS FOR IMMEDIATE RELEASE

GLOBAL GRAPHICS HIGHLIGHTS THE IMPORTANCE OF SOFTWARE FOR DIGITAL INKJET PRESSES AT THE INK JET TECHNOLOGY SHOWCASE, CHICAGO

Cambridge, UK: September 2, 2016: Global Graphics' CTO Martin Bailey will discuss the importance of software when planning your inkjet press at the IMI Ink Jet Technology Showcase, which takes place on September 7th and 8th in Chicago.

Martin comments "The growth of the inkjet market brings new opportunities for both print companies and press vendors, but it's not without its challenges. While brand managers and buyers are demanding high quality at high speed, inkjet press manufacturers are frustrated with output quality and are reaching the limits of what can be achieved with mechanical improvements."

Martin continues "Intelligent software is as critical a component of your inkjet press as the print head, media, ink, fluid control, paper movement, or electronics. It has the power to resolve problems that can't be resolved cost-effectively in hardware. It can also differentiate your press in the market and bring unique value to your users. Surprisingly, some press vendors spend little time upfront thinking about it. This talk will explore some of the issues involved and lay out what you need to know when your press is still on the drawing board."

Martin Bailey's session is entitled "Software is as important a component as any hardware" and will take place at The Ink Jet Technology Showcase <http://www.inkjettechshowcase.com/> at 8.30 am on September 8th.

About Global Graphics

Global Graphics (Euronext: GLOG) is a leading developer of software platforms on which our partners create solutions for digital printing, digital document and PDF applications. Customers include [HP, Corel, Quark, Kodak and Agfa](#). [The roots of the company go back to 1986](#) and to the iconic university town of Cambridge, and, today the majority of the R&D team is still based near here. There are also [offices near Boston, Massachusetts and in Tokyo](#). Additional information is available at <http://www.globalgraphics.com>

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