



Elpical signs reseller agreement with ACT IT A/S

Elpical strengthens its presence in the European market

Giesbeek, The Netherlands, July **, 2008 - Elpical, a leading specialist in automated image enhancement and image management solutions, appoints ACT IT A/S as reseller for the Elpical product range in Denmark. Through this partnership Elpical expands its presence in Scandinavia with an experienced sales and marketing organization that has good knowledge of the local market.

Building on the momentum the Elpical Claro product range is currently experiencing, ACT IT A/S, a leading reseller and systems integrator in graphic arts solutions, will resell and support the full range of Elpical products.

'We have researched the market for automated picture enhancement technologies and we have unhesitatingly chosen Elpical', states Bodil Osberg, CEO of ACT IT. She continues: 'Elpical is technologically stronger than competing products and it fits perfectly in our product portfolio. We look forward to presenting the solutions at the Danish market.'

ACT IT's main focus will be on Elpical's image enhancement product line: Elpical Claro. Elpical Claro Premedia is the solution for demanding environments with a high throughput of images. It's client/server architecture combines the advantages of server-based image optimization with the subtlety of operator interventions. Claro Premedia can easily be integrated in editorial or catalog production systems, for scaling and crop-frame for instance.

Elpical Claro Single is based on the same reliable image enhancement technology found in Claro Premedia. Where products like Adobe Photoshop can be used for basic batch processing tasks, Elpical adds dynamic quality improvement capabilities to a workflow that otherwise could only be performed by an operator. Both products seamlessly integrate into Enfocus Switch making it even easier to link automated images processing into the rest of the workflow.

'We are very pleased with this collaboration', says John de Jong, managing director of Elpical. 'We have been looking to strengthen our presence in Europe. In ACT IT we found a partner with a product portfolio that is very complementary to ours. ACT IT A/S has acquired an extensive knowledge of the market and the geographical position of ACT IT makes them the perfect partner to professionally represent Elpical in Denmark.'

About Act IT

Act IT's goal is to become the preferred Danish supplier of graphic solutions. The employees have many years experience in serving this market. Sales, service and support are provided from our offices in both Aarhus and Copenhagen. Act IT are a reseller for all major manufacturers of graphic production, colour control/management, workflow and Large format printing including Adobe, Apple, HP, X-Rite, Epson, Bodoni, Enfocus, Perfect Proof and others. www.actit.dk



About ELPICAL

ELPICAL Software, based in Giesbeek, The Netherlands, develops and markets software solutions for the production and enhancement of digital images and the automation of the image workflow. Based on extensive image analysis, the technology enables publishing houses to automate the enhancement of produced images. ELPICAL was established in 1997 by a management buy-out of the Electronic Imaging department of Victor Hasselblad AB. Since then, ELPICAL has become a leading specialist in the field of digital image enhancement and management.

The manufacturer's key products include Claro Premedia Server, 4LeafCover, EmailManager, SlideShowEnhancer and the Claro module for Gradual SWITCH. ELPICAL's core competence in the field of digital images makes the company an ideal partner for other software suppliers who want to combine ELPICAL products with their own applications, or for system integrators who want to integrate expanded image functions in their own products. ELPICAL has concluded an OEM agreement with, among others, Océ© for the enhancement of embedded images from PDF documents. <http://www.elpical.com>

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