



Graphics of the Americas 2010 Exhibitors Set to Shine with Range of New and Proven Products

300 exhibitors provide glimpse of the future and state-of-the-market at 35th annual exposition showcasing convergence of industry knowledge, proven products and the latest technology

Miami Beach, FL – February 18, 2010 – Printing, graphic arts, marketing and creative professionals from all over the world are in for a glimpse of the future as well as the state of the market at the annual Graphics of the Americas (GOA) exhibition and conference, celebrating its 35th anniversary February 25-27 in Miami Beach, Florida.

With multiple new product announcements on tap at the show and a broad showing of current solutions and services from 300 exhibitors, attendees are sure to discover exciting new solutions as well as proven ones they can put to use for increased productivity and profit.

George Ryan, President of GOA, says, "Upwards of 9,500 qualified printing and graphic arts professionals come to GOA to view the latest industry products and services and to compare, evaluate and make purchasing decisions. With a diverse base of 300 exhibitors, this year's event truly represents a convergence of industry knowledge, products, technology and people. The show floor and cutting-edge educational sessions offer something for everyone and are not to be missed!"

Who's Who of the Industry

GOA 2010 has secured renowned industry exhibitors including Goss International, HP, Presstek, Riso, Rollem International, Van Son Holland, Xanté, and X-Rite Inc./Pantone, and 300 others comprising all types of manufacturers, distributors, and those offering supplies and services to the industry. Heidelberg and Kodak, among others, are hosting special, free bonus sessions this year, while educational, theoretical, and practical sessions covering virtually every facet of technology, strategy, and management are being offered.

What's on tap at the Exhibition

Here are just some of the many highlights attendees can expect to see on the show floor:

Xanté will make its North and Latin America debut of 3 new models in the best-selling Xanté Illumina series at GOA 2010. Xanté adds the heavy-duty Illumina Digital Envelope Press GT, high-end Illumina Digital Production Press GT, and entry level Illumina GL 330 to the series, which has become known for its high value, robust quality, color capabilities, and easy integration in any configuration.

Also on display is the Degrava DP 8500, an affordable and high quality, simple solution for label and tag printing and PlateMaker 5, a chemical-free, process-free, total prepress system that images paper proofs, film and polyester plates.

Xanté's free iQueue Intelligent Color Workflow, the multi-faceted content and production management solution, will also be on display. Several features include spot color matching, unlimited screening control, independent CMYK control, full color management, flexible queue management, archiving and much better output quality, due to special screening technology. iQueue also provides up to 25% savings on toner cost due to the special screening, making it an attractive companion to the Illumina series.

Arlon, Inc. will feature the DPF 6000XRP, a 2-mil cast film with X-scape technology and its Series 3220 Overlaminates. In addition, Arlon and Mutoh America are teaming up to sponsor the GOA Vehicle Wrap Center on the show floor.

Bunting Magnetics is launching two new coatings to be used with its Flexible Die products. Diamond and Black Diamond increase the hardness of Bunting's flexible dies to a level not measured by the Rockwell Scale for Hardness. The new coatings now give Bunting customers three choices to choose from.

Colortrac, Inc. will demonstrate the full range of SmartLF wide-format scanners and scanning software solutions at GOA 2010. Distributors, dealers and end-users visiting the show will have the opportunity to see live demonstrations of Colortrac's large-format SmartLF scanning solutions, including the best selling SmartLF Ci 40 technical imaging scanners and the SmartLF Gx+ 42 graphics scanners.

Die Cutters, Inc. is rolling out its new 15-inch Tabletop model, designed to handle small but sometimes intricate and delicate projects. The Tabletop brings the same quality and precision to die cutting as its larger flatbed relatives that range in size from 30" X 60" to 105" X 144".

Fastbind, known as an industry leader for perfect binders and photo album machines, is showcasing its F32, F46 and Booxter Binders. The F32 allows anyone to quickly begin making elegant 180 degree layflat albums up to 12"x12". The F46 is aimed at the market of books larger than 12"x12" and up to 18"x18". The Booxter Binder is a performance-packed stapling station that addresses both the quick low end album market and the high end presentation market.

Goss International is presenting press and finishing equipment, as well as Goss Lifetime Support aftermarket solutions especially suited for newspaper and commercial production requirements in Latin America. These include single-width Community SSC and Magnum newspaper presses with heatset, coldset and UV printing capabilities. For commercial applications, emphasis will be on the 16-page M-500 and M-600 press systems, the 4×4 Goss M-800 press and the highly automated Sunday press series. Goss International will also highlight finishing systems offering optimal net throughput, versatility and personalization.

MGI USA, the multi-substrate (paper, plastic and envelopes) digital press and finishing solution manufacturer, will premiere the new DF360R 5-in-1 multi-function paper finishing unit at GOA. In addition to the DF360, MGI will also present its flagship multi-substrate digital press, the Meteor DP60 ProR, as well as new capabilities for the JETvarnishR digital inkjet spot UV coater.

New Force Magnetic, Inc. is featuring 40-inch-wide flexible magnetic material with a white PVC substrate for UV, solvent or eco-solvent printing; as well as plain material and material with adhesive for applying the customer's printed substrate to the magnet.

OKI Printing Solutions is introducing the OKI proColor™ Series, an innovative and groundbreaking line of printing products the company says will revolutionize the graphic arts and production market. The OKI proColor Series will include unparalleled color cut-sheet, digital press and digital web products. The products are designed specifically for the needs of graphic arts/in-house print shops; mid-to-large production houses; and architecture, engineering and construction industrial and commercial printing applications.

The innovative OKI proColor Series includes the pro810 Series, an affordable complement to costly AEC (architecture, engineering and construction) plotters; the pro910, which competes at the entry-point of the high-quality, short run color market; the pro930, delivering exceptional color output and consistently accurate color matching, the pro900DP, a digital envelope color press revolutionizing short-run, on-demand print jobs, with the ability to produce variable data on a wide range of media, including full-color envelopes, and the pro510DW a digital color web press allowing customers to achieve fast, continuous web printing at up to 30 feet/minute (5.1" per second slew rate), handling a 2,500 foot roll of stock.

Presstek, Inc. says its presence at Graphics of the Americas is perfectly aligned with the show's theme, *Take Your Business to Another Dimension*. At the show, Presstek will be featuring its leading products, including:

Presstek 52DI, a 52cm landscape digital offset press that delivers environmentally friendly, fast turnaround, short run color printing, economical in run length quantities from 500 to 20,000. The Presstek Vector FL52 is an easy-to-use small format chemistry-free metal platemaking solution, engineered to deliver excellent dot quality and high reliability. The ABDick DPM34 polyester

platemaker is an easy-to-use, high-resolution polyester platesetter is designed for use with small-format portrait presses.

Rollem is introducing the Advantage Card Cutting system for finishing multiple-up Greeting cards and Photo cards. This two-directional system edge trims the images in both directions, slits each card and applies the finest quality score and cut-score available.

X-Rite and Pantone, together with leading Latin American distributor Printex, are displaying and demonstrating a wide range of design, prepress and print workflow solutions.

EasyTrax: a semi-automated, highly affordable quality color control solution for smaller format color presses or those working in a primarily process color environment.

SpectroEye: this portable, handheld spectrophotometer offers all the functions necessary to accurately measure and control color.

530 SpectroDensitometer: the latest version of the 530 model spectrophotometer now comes pre-loaded with ISO 12647-2 and G7 process control standard databases.

iCPlate2 and PlateScope: X-Rite's plate control solutions offer the industry's highest level of accuracy, repeatability, and imaging range, including extreme highlights and shadows.

i1iO Automated Scanning Table: an automated chart-reading scanning table that allows users to measure substrates up to 10 mm thick.

i1iSis XL with OBC: the i1iSis automated chart reader takes speed and accuracy to new levels. Available in two sizes – standard, which reads A4+ or letter size, and XL for A3+ or tabloid size.

ProfilerMaker 5 Platinum: Allows users to build high-quality, reliable and custom ICC profiles tailored to their requirements.

MonacoProfiler Platinum: Offers customers expert profiling, diagnostics and editing tools for all of their input and output devices.

Judge II with split lighting to show OBC: This compact visual evaluation system combines exceptional versatility and quality, in a construction that will meet users' needs.

ColorMunki Design: this groundbreaking color control solution makes it easier than ever to get accurate color on a display, projector or with virtually any printer.

PANTONE MATCHING SYSTEM: the international reference for selecting, specifying, matching and controlling ink colors.

PANTONE Goe System: features 2,058 new, solid PANTONE Colors to inspire creativity and fulfill the requirements of the fast-changing, technologically advancing graphic arts industry.

Throughout the show, X-Rite and Printex will be running limited time offers and promotions for all new purchases initiated during GOA.

For more information about GOA 2010, exhibitor news or to register, please visit:

www.goa2010.com

About Printing Association of Florida (PAF)

The Printing Association of Florida is one of the most active and influential printing associations in North America, occupying a headquarters in Orlando, Fla. More than 500 Florida-based graphic arts companies consider PAF their ultimate business partner. Governed by an all-volunteer board of directors elected by its membership, PAF is a not-for-profit association representing the interests of the graphic arts industry throughout the state. PAF is affiliated with Printing Industries of America, the world's largest graphic arts trade association, making PAF members a part of the largest, most comprehensive graphic arts advocacy organization in the world. PAF is located at 6275 Hazeltine National Drive, Orlando, FL 32822, by phone: +1 407-240-8009, Fax: +1 407-240-8333, and on the Web at www.pafgraf.org.

About Graphics of the Americas (GOA)

Now in its 35th year, Graphics of the Americas is produced annually by the Printing Association of Florida, Inc., and an industry trade association. GOA 2010 is scheduled for February 25-27, 2010 at the Miami Beach Convention Center. GOA is one of the graphic communications industry's largest, annual combined exposition and education events in the U.S. With worldwide attendance, GOA is a unique expo and conference that attracts 9,500 printers, designers, and creative professionals from North America, Central America, South America and the Caribbean. To register or for more information call 1-800-331-0461 or visit www.GOA2010.com.

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