



PALOMA PRINT PRODUCTS

Paloma Print Products releases PowerSwitch 09 - *New release makes it even easier to create and edit workflows, introduces more powerful tools for large print environments, and features a redesigned SwitchClient user interface.*

March 12, 2010 – Paloma Print Products announced today the general availability of PowerSwitch 09™ to its client base. PowerSwitch enables Paloma Print Products' customers to automate document testing, standardize print testing processes, and dramatically reduce the incidence of errors in customer-focused documents.

PowerSwitch automates document/print testing processes, eliminating as many manual, repetitive document testing tasks as possible. This frees Paloma customers to spend their time on more productive activities without being concerned about the errors and mistakes that can easily occur when manually testing document/print applications. Automating these tasks with PowerSwitch ensures the highest degree of document accuracy and document testing efficiency.

“PowerSwitch 09 offers increased productivity, ease of use, and robustness. This is particularly important for Paloma’s customers because they typically operate in large, complex print environments. Our goal in releasing PowerSwitch 09 to the Paloma customer base is to ensure that our customers continue to test document applications as quickly and accurately as possible.” comments Joe Pigeon, Sales & Marketing Director, Paloma Print Products.

PowerSwitch 09 Highlights

PowerSwitch 09 makes it easier to create and edit document/print testing workflows, introduces more powerful tools for large, complex print environments, and includes a completely updated SwitchClient user interface. “Our development partners have focused on higher process efficiency and easier integration with tools such as STREAMdiff,” explains Pigeon, “as these are significant timesavers for our customers. It gives Paloma customers the ability to work smarter, instead of just working harder.”

PowerSwitch 09 enhancements include:

- **Simpler workflow editing:** folders can be automatically added when two tools or configurators need to be connected; flow elements can be inserted into an existing PowerSwitch connection; and PowerSwitch connections can be moved from one flow element to another.
- **Professional email support:** PowerSwitch 09 has improved support for event-driven plain text and HTML format email notifications, IMAP servers, and secure login.
- **Integrated PDF file splitting and merging:** PowerSwitch 09 introduces a new workflow element which splits multi-page PDF files into single pages or ranges of pages, as well as a tool which merges separate PDF files into one consolidated file. Since these tools are based on the integrated PowerSWITCH library, these tasks no longer require the use of external applications such as Adobe Acrobat®.

Involving operators and clients with SwitchClient

PowerSwitch comes with a collaboration tool to allow operators (or end users) to submit jobs and make decisions on jobs from within a simple user interface called SwitchClient. With the release

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of PowerSwitch 09, this module has been completely redesigned to show all jobs using thumbnails in combination with job information, status, statistics, and metadata. Jobs can quickly be filtered by user, job status, or PowerSwitch server, and a search field allows users to instantly search for specific jobs. The new SwitchClient 09 interface offers a unique and innovative approach to document testing job management.

“For PowerSwitch 09,” says Pigeon, “the SwitchClient interface includes three roles for users: *operators* who are responsible for their own jobs; *job managers* who are responsible for their team’s jobs; and *administrators*, who are responsible for PowerSwitch on an overall basis. In addition, the number of users that can be supported and managed throughout the entire PowerSwitch product has been increased to accommodate the growing number of large workgroups and enterprises that are deploying PowerSwitch as part of their Print Perfect installation.”

Availability

PowerSwitch 09 and SwitchClient 09 are available from Paloma Print Products as of March 12, 2010. For Paloma Print Products clients on paid software maintenance contracts the upgrade is free. For more information on upgrades and pricing, contact Paloma at 262-618-4125 or visit the support area of our website (www.palomaprintproducts.com) to submit a new software request.