



## Press Release

For immediate release

### **GMG and Bits & Bytes expand their partnership in Singapore, Malaysia and Indonesia**

**Tuebingen (July 28, 2009)** - GMG, developer and supplier of high-end color management and proofing solutions, announces today the nomination of Bits & Bytes Marketing Pte Ltd. as distributor for the countries of Singapore, Malaysia and Indonesia as of August 1<sup>st</sup>, 2009. The company will be responsible for organizing and promoting the distribution of GMG software, media and associated hardware in the whole territory through a highly qualified dealer network.

Bits & Bytes Marketing Pte Ltd. specializes in color management, digital proofing solutions, imaging & press room measuring devices, control lighting systems, marketing of large format printers, graphic inkjet/CAD media and print consultancy according to the ISO printing standard. Founded in 1987, the company has more than 20 years of experience in the whole graphic arts industry and operates today at two locations in Singapore and Malaysia.

“We are pleased to intensify our long-time relationship with Bits & Bytes as distributor operating in such dynamic markets”, says Paul Willems, Managing Director of GMG GmbH & Co. KG. “Their profound professional know-how will certainly help to boost GMG’s sales activities in this region.”

Christian Schwarze, Vice President of Sales at GMG, agrees with this opinion and strongly believes that a well and efficient organized distribution network is crucial for lasting international success. “Bits & Bytes is a partner who has already proven its ability to strengthen the presence of our software in the market and we are convinced that Bits & Bytes will continue to serve our customers well.”

“The high quality of GMG’s color management software and solutions for printing process control convinced us to provide our full support in offering complete color management services to practically every company active in the graphic arts industry. It is our aim to build strong partnerships with well-known market leaders as GMG is today in the field of digital proofing and color management”, explains Steven Chong, founder and Managing Director of Bits & Bytes



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Marketing Pte Ltd. “There is great synergy between the two companies and I am certain that our technical knowledge of GMG products combined with good understandings of the regional markets will greatly enhance the partnership and elevate the collaboration to greater height”, Steven adds.

“With a wide range of print media to complement the hardware & software, we are well positioned to be a complete solution company catering to the print industry. We do not just deliver results. Our results must meet with our customers’ total satisfaction. Only then will it guarantee our continuous success”, Steven points out.

For more information see [www.datajet.com.sg](http://www.datajet.com.sg)

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**About GMG:** The software company founded in 1984 and located in Tuebingen, near Stuttgart, Germany, has a worldwide distribution network with local presence in France, Spain, Benelux, Nordic, the UK, Asia and the Americas. GMG has specialized in high-end color management for the entire graphic arts industry. Today, more than 9,000 systems have been sold across the industry spectrum from ad agencies, prepress houses and offset printers to newspapers, flexo converters and international gravure printing plants. In fact, the GMG ColorProof system has become the de-facto standard of Europe's extensive gravure printing industry.

**About the GMG family of products:** GMG ColorProof, a color management software system, provides the most accurate way of calibrating digital inkjet proofing engines to produce digital contract color proofs, precisely matched to the printing press. GMG DotProof® enables users to generate contract quality halftone proofs, using the original bitmap data of the output RIP. Specifically tailored to the needs of the packaging industry is GMG FlexoProof, which supports specific flexo file formats and includes a complete Pantone® spot color library, along with other functions. GMG ColorServer is a tool for automatic color conversions – CMYK-to-CMYK, RGB-to-CMYK and RGB-to-RGB – for more efficient workflows. GMG InkOptimizer automatically reduces chromatic colors, thus providing cost savings by reducing unnecessary ink usage, along with better print stability on press. GMG ProofControl is the ideal solution for instant, color-accurate verification of proofs. GMG PrintControl is one single software for standardizing the press from start to finish. GMG RapidCheck is a verification tool to control the printing process at a click of the mouse. GMG Media is a range of proofing-specific papers and films for the most popular inkjet printers. They are manufactured to high tolerances for color critical applications, available in a range of sizes.

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For more information see [www.gmgcolor.com](http://www.gmgcolor.com)

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