



PRESS RELEASE

Industry leaders form joint venture to promote UP³I as an industry standard

Developing the UP³I specification, UP³I trademark registration and licensing of related intellectual property to third parties is first major task

London, Feb. 12th 2004 - The UP³I core members, an initiative of leading industry vendors, announces that Duplo, Hunkeler, IBM, Océ, Stralfors and Xerox have now formed a joint venture to promote UP³I as an industry standard to ensure seamless integration of automated workflow solutions. With UP³I Limited having its registered office in London, England, the UP³I team has jointly formed a company whose principal business it is to evolve and promote this standard for end-to-end communication of systems data between the printer and the pre and post-processing hardware components of an integrated digital print line.

UP³I Limited will hold and continue developing the UP³I specification. The UP³I trademark will be registered in Australia, Canada, United States of America, Switzerland, South Africa, Japan and the European Community for worldwide access to this important streamlining tool. UP³I licenses will be granted free of charge to third parties interested in the UP³I technology to use the UP³I trademark and specification.

The UP³I initiative was formed to establish an internationally binding communications interface for all hardware components in a process line. UP³I is based on an open vendor-independent non-proprietary standard enabling integration with present and future workflow management standards. It enables integration with other workflow standards, such as JDF developed by CIP4, by

being the conduit for job ticket and control information to reach every device in the digital print line. Various systems demonstrating use of the UP³I standard have been shown since Xplor, November 2002.

About UP³I

The UP³I standard was developed by leading industry vendors including Duplo, Hunkeler, IBM, Océ, Stralfors and Xerox. Recognizing the benefit to the market many other vendors of digital printing products have joined the initiative as "Associate Members".

For more information on the UP³I interface visit UP³I's web site at www.up3i.org.

The logo for Duplo, featuring the word "Duplo" in a bold, blue, sans-serif font.The logo for Hunkeler, featuring the word "Hunkeler" in a blue, sans-serif font with a stylized "H" and "P" below it.The logo for IBM, featuring the word "IBM" in a blue, sans-serif font with horizontal stripes.The logo for Océ, featuring the word "océ" in a red, lowercase, sans-serif font inside a red circle.The logo for Stralfors, featuring the word "Stralfors" in a red, serif font with a horizontal line underneath.The logo for Xerox, featuring the words "THE DOCUMENT COMPANY" in a small, black, sans-serif font above the word "XEROX" in a large, red, sans-serif font.

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