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FOR IMMEDIATE RELEASE

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• This printed piece was created using
Virtual Pre-Press. The New Internet and
Intranet Desktop Publishing Application
from Digital-Net

Digital•Net launches first real-time Internet desktop publishing and print prepress program

**Product will provide small to mid-sized printers
technological edge as industry shifts to digital format**

ST. PAUL, Minn. — January 6, 1998 — Digital•Net, Inc. (www.digital-net.com), an innovative Internet commerce and Internet printing application development firm, has launched the first real-time Internet and Intranet desktop publishing and automatic print preparation program for small to mid-sized quick and commercial printers as well as in-plant corporate shops. The product will provide printers with the technology to accommodate digital prepress orders in an efficient, customer-friendly and cost-effective way as the printing industry rapidly shifts to digital formats.

The patent-pending software product, **Virtual Pre-Press™**, is a simple, easy-to-use desktop publishing and prepress program that allows print shop customers on-line access to lay out, design, edit, proof and order their corporate documents, such as letterhead, envelopes and business cards. Companies can also lock logos, colors and simple graphics in place on the documents to maintain a consistent corporate identity no matter who is doing the editing. Large companies that order numerous business cards for new employees will especially benefit from this feature.

Once the documents and order forms are completed, all images, fonts and color separations are saved to a postscripted file on the Digital•Net server and attached to an e-mail message with job specs to the printer. The printer simply downloads the file and prints the order.

“As the printing industry becomes more digital and Internet commerce continues to grow, Virtual Pre-Press can provide printers with a technological and competitive edge to maintain

-more-

and build their customer bases,” said Steve Jecha, CEO for Digital•Net. “The program has tremendous potential for both the printer and the customer, and Digital Net is poised to continue expanding its capabilities.”

The Virtual Pre-Press process eliminates numerous problems associated with prepress, such as missing fonts and images, insufficient, non-compatible or corrupt customer files, or simply a backlog of prepress orders. It also reduces errors, saving time, money and hassles for the customer.

“Making it easy for a customer to buy printing is the key to success for most quick printers. Digital•Net has made buying printing easy on the Internet,” said John Giles III, owner of the Giles Group in West Virginia, a national training and consulting company specializing in desktop publishing issues for quick printers. “Digital•Net’s new product could make buying printing as easy as visiting a local print shop. It should help printers expand their market area and sell more.”

Digital•Net is marketing the product to printers who have less than \$5 million in annual sales. Currently, approximately 80 percent of the printing industry are shops that have less than \$2 million in sales and employ less than 20 people. Kevin Keane, Chairman of the 10,000+-member, International Association of Print House Craftsmen, said Virtual Pre-Press is well-suited for the market place, it is reasonably priced and easy to use.

“This product is well-timed for the underlying shift that is going on in the manner in which clients prepare artwork for their printers,” said Keane. “Furthermore, my conversations with printers all over North America indicate that already a predominant portion of their business is being provided by clients in digital formats. The Digital•Net software provides a simple and easily understood tool to allow printers to do more efficient business with their clients.”

Virtual Pre-Press is available for purchase as a service, private-label licensing or customized product. For more information or a product demonstration, contact Steve Jecha or Win Mitchell at Digital•Net, 612/223-4736.

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Editor’s Note: Photos and color images are available. Jecha is available for interviews and demonstrations.

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DIGITAL•NET'S VIRTUAL PRE-PRESS AT A GLANCE

- Virtual Pre-Press is the first real-time Internet and Intranet desktop publishing and automatic print preparation program for small to mid-sized quick and commercial printers as well as in-plant corporate shops.
- Printers can license the software and offer it to customers via their own web site or the Virtual Pre-Press server. Digital•Net will set up the service and educate the printer on its use and potential.
- Digital•Net can customize the software to best serve a print shop and its customers.
- With Virtual Pre-Press, printers can eliminate problems associated with customer files, such as non-compatible formats, missing fonts or corrupt files.
- Virtual Pre-Press stores all fonts, images and color separations on the main file and transfers it via a secured e-mail to the printer in a postscripted format. When the file comes in the printer need only download it to a postscript printing device and print. Job specs are included with the files.
- Printers can provide a technologically advanced service that offers these benefits to its customers.
 1. Customers can layout and design their corporate documents conveniently from their offices with the easy-to-use Internet and Intranet desktop publishing application. They can then visually edit, proof and order in one step.
 2. The customer can access their documents on-line and make changes or add orders as needed.
 3. Companies can lock in place their logos, colors and other graphic features on corporate documents so that text changes can be made without altering the corporate identity.
 4. Because Virtual Pre-Press runs off a central server, a company does not have to license each computer desktop.
 5. Virtual Pre-Press is convenient to use, eliminates errors, saves time and money for the customer.
- With Virtual Pre-Press, printers can position themselves in a rapidly changing industry where digital formats are increasingly preferred.

A LOOK AT THE PRINT INDUSTRY AND THE NET

1. A study¹ conducted in 1995 by the Printing Industry Association forecasted that more than 90% of the printing industry would shift from a camera-ready format to a digital format by the year 2000. The study also found that in 1995 as in 1985, 80% of printers have less than \$2 million in annual sales and employ less than 20 people.
2. As the printing industry shifts to digital, the rate of shift is forecasted as follows²:

	<u>1995</u>	<u>2000</u>	<u>2005</u>
Analog/traditional printing production	25%	10%	0%
Digital/analog/traditional print production	65%	40%	20%
Network digital production*	10%	40%	30%
Interactive digital production*	>1%	10%	90%

* Indicates the market for Virtual Pre-Press

3. A national study conducted by Digital Printing Trends in July, 1997, concurred that less than 10% of all digital work produced by printers today is received on-line from customers.³
4. Net Research:

Number of personal computers connected to the Web⁴:

1997 • 82 million 2001 • 268 million (est.)

Growth rate of PCs connected to the Web in the past 12 months: 71%⁵

Average sales growth in the past three years⁶:

- 1) Small businesses with web site: 11.1%
- 2) Small businesses without a web site: 7.8%

Company purchased products via the web in the last year⁷:

1-19 employees: 18% 20-99 employees: 30%

¹ Print 2000 (also referred to as Bridge to a Digital Future, conducted by the Printing Industry Association)

² Print Shift - The Digital Transformation of the Printing Industry

³ Digital Printing Trends, November 1997

⁴ Data Source

⁵ Ibid

⁶ American City Business Journal Research

⁷ Ibid

RESOURCES

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