

HYBRID SOFTWARE GROUP

PRESS RELEASE

HYBRID SOFTWARE GROUP BRINGS THE HEART OF INDUSTRIAL PRINTING TO LABELEXPO EUROPE 2023

Cambridge (UK), 5 July 2023: Hybrid Software Group is primed to showcase its innovative stack of products which power the heart of industrial printing at Labelexpo Europe 2023, from 11th to 14th September 2023 in Hall 8 B/45. Hybrid Software Group is comprised of six globally recognised brands: ColorLogic GmbH, Global Graphics Software, HYBRID Software, iC3D, Meteor Inkjet, and Xitron.

“We are very much looking forward to Labelexpo Europe 2023, where visitors to the booth can not only expect to discover innovations to individual companies’ product lines, but also an advanced level of value as Hybrid Software Group technology is further synergised and new products are introduced to the market for the first time,” shares Christopher Graf, Chief Marketing Officer, Hybrid Software Group.

HYBRID Software will be demonstrating innovations to the PACKZ and STEPZ PDF editors for prepress and the CLOUDFLOW modular production workflow suite for file processing, asset management, soft proofing and workflow automation.

The newest features of PACKZ include Advanced Color: Analyze & Fix for intelligent production estimation, which provides a snapshot of printed artwork under various printing conditions, including different spot colour strategies. The feature is designed to help label and packaging producers accurately reproduce brand colours using the fewest possible spot colours and therefore the lowest production cost. Other recent developments include Content XML for dynamic content creation using standard markup language, step and repeat for complex label production, and Packzimizer for intelligent ganging of labels, including sheet-fed and flexibles.

CLOUDFLOW’s highlights include the brand-new integration with ColorLogic technology for state-of-the-art spectral colour prediction, new flexo plate layout features in Tectonics, and Intelligent Flexo, the surface screening solution for high-quality flexo printing across a wide variety of plates and substrates. At Labelexpo, visitors will experience first-hand the launch of Velvet Screening, the next-generation hybrid AM/FM screening technology for flexo printing and learn more about MyCLOUDFLOW, the SaaS offering of CLOUDFLOW, perfect for companies looking to modernise and ramp up production without the cost and hassle of initial setup and IT operation.

iC3D Software, developer of 3D visualisation and rendering solutions, will be demonstrating Version 9 of the iC3D Suite. Closing the gap for high-resolution rendering, iC3D Software will introduce

CLOUDFLOW and iC3D Automate for high-volume 3D rendering production. Booth visitors will see the benefits of automated workflow integration and the cutting-edge technological innovation in its latest release.

ColorLogic GmbH, leading provider of cutting-edge colour management software solutions, will be providing live demonstrations of ColorLogic's three flagship products: ColorAnt, CoPrA, and ZePrA and how they integrate with PACKZ and CLOUDFLOW.

Global Graphics Software will be presenting live demos of SmartDFE™, the fastest Digital Front End (DFE) for digital printing of labels and packaging. Also on display will be SmartMedia™, a suite of components that simplifies the process of obtaining the best quality and colour output from a digital press. Available with SmartDFE, SmartMedia also controls PrintFlat™ screens and ColorLogic™ colour profiles. SmartMedia packages all the OEM's reference press settings for each media and ink set into a library of media definitions and enables press operators to easily select the appropriate media and ink set combination without needing specialist knowledge.

Meteor Inkjet will showcase their complete portfolio of industrial inkjet solutions for labels and packaging including the world's largest range of electronics driving all major industrial inkjet printheads; cutting-edge printhead nozzle status detection and image quality enhancement technologies; software development kits enabling bespoke printers to be built from the ground up; and DropWatcher Systems to support printer OEMs in the design, optimisation and production of inkjet print systems.

Xitron, developer of Harlequin-based Navigator RIP and workflow products for litho, flexo, screen, digital, and high-speed inkjet, will be highlighting the powerful Navigator Flexo Suite: turnkey workflow automation optimised for flexo label printers, with a macOS- and Windows-compatible client interface, hybrid screening, advanced and automated step-and-repeat functionality, and robust trapping tools. Navigator Flexo Suite with SmartFlexo screening is completely configurable based on printing conditions. Finally, Xitron will also demonstrate Navigator DFE, the dynamic Harlequin-based front end for high-speed digital inkjet presses.

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**HYBRID
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The heart of industrial printing



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Photo caption: *Hybrid Software Group, is primed to showcase its innovative stack of products which power the heart of industrial printing at Labelexpo Europe 2023*

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NOTE TO EDITORS

About Hybrid Software Group

Through its operating subsidiaries, [Hybrid Software Group PLC](#) (Euronext: [HYSG](#)) is a leading developer of enterprise software for industrial print manufacturing. Customers include press manufacturers such as HP, Canon, Durst, Roland, Hymmen, and hundreds of packaging printers, trade shops, and converters worldwide.

Hybrid Software Group PLC is headquartered in Cambridge, UK. Its subsidiary companies are colour technology experts [ColorLogic](#), printing software developers [Global Graphics Software](#), enterprise software developer [HYBRID Software](#), the industrial printhead driver solutions specialists, [Meteor Inkjet](#) and pre-press workflow developer [Xitron](#).

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