

EasyCatalog Pro Launched



PRESS RELEASE

FOR IMMEDIATE RELEASE

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WEST MIDLANDS, UNITED KINGDOM – January 12, 2003 -- 65bit Software today announced the launch of their first product, EasyCatalog Pro, for Adobe InDesign. Designed for catalogue, brochure, or any database-publishing requirement, EasyCatalog Pro brings dynamic, two-way, linking of data to text or images in InDesign documents.

By integrating with customers' existing data sources – which can be a simple file or any ODBC compliant database such as Sybase, Microsoft SQL Server, Oracle or MySQL – EasyCatalog Pro helps to increase productivity by providing accurate, timely, data to the InDesign client. Users may also work with multiple data-sources at once, each with its own data presented in separate panels – ideal where publications are produced with data from a variety of sources.

When dealing with large quantities of data, the plug-in offers an advanced filtering mechanism to enable users to query the data. With an integrated workflow mechanism, users may also be 'given' a set of products, or records from the database, to work with.

The EasyCatalog Pro plug-in also helps to reduce error rates by checking the content of InDesign documents with the content on the database, highlighting errors on the document.

Layouts, and InDesign Books, can be updated with the latest text from the database – any formatting that may have been applied to the document is preserved by intelligently merging changes into the text.

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“EasyCatalog Pro offers features you would expect to find in contemporary products, but goes so much further,” said Ian White, Director of 65bit Software. “EasyCatalog Pro offers advanced data presentation, filtering, tracking and workflow features – all within the InDesign client - which are simply not provided by competing solutions. For example, through the use of document content tracking, users can easily see which products are placed and if the content is different to the database.”

“By connecting directly to existing data sources, cost of ownership and the duplication of data is also vastly reduced as we don’t impose our own proprietary database on a customer.”

EasyCatalog Pro is available immediately for InDesign 2.0.2 on Macintosh and Windows, and a free 15-day unlimited evaluation version is available on the 65bit website, www.65bit.com. A free upgrade to the InDesign CS version will be available by 31 January.

About 65bit Software

65bit Software Limited was founded in 2003 and specializes in the development of high quality Plug-ins for Adobe InDesign and InCopy.

The growing processing power of today’s desktop computers is allowing the development of a new breed of tools, offering levels of integration, power and ease of use previously only seen in high end publishing systems.

At 65bit we are committed to providing best of breed solutions for the database publishing, catalog, newspaper and magazine markets.

For more information, contact Mark Haden, Director, at 65bit Software.