



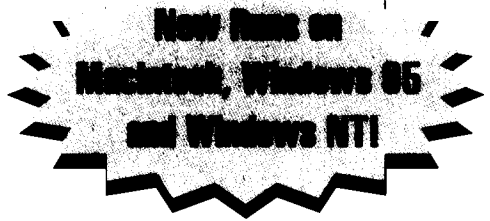
# VISUAL EDGE<sup>®</sup>

DIGITAL PRINTING SYSTEMS FOR BIG GRAPHICS

**Now It's  
Affordable  
And Easy to  
Jump Up to  
Big Graphics**



# EDGEPRINT Software & Systems



## Now Its Affordable and Easy to Jump Up to Big Graphics

With the EDGEPRINT™ System from Visual Edge you can produce photo-quality large graphic prints with just a few simple steps. Create and print high impact posters, banners, fabric samples, displays, backlit signs, billboards and more - all for just a fraction of the cost of traditional photography and printing methods. It's the perfect answer for your short run, high impact jobs.

## No Proprietary Hardware

The EDGEPRINT System uses no proprietary hardware. Printing large format graphics takes just a scanner, computer, desktop publishing software and large format printer. If you already have these components, all you need is the EDGEPRINT Software package.

## Multi Platform Compatibility

EDGEPRINT Software runs on Mac, Windows 95, and Windows NT. Our open-system architecture ensures the widest compatibility with authoring workstations and PC's. Network savvy integration allows seamless printing from all the most popular desktop publishing applications.

## Fast, Simple Operation

The EDGEPRINT System employs an all-digital process to bypass costly extra steps and reduce your turnaround time from days to minutes. Start with a color transparency, flat art or Photo CD file. Add PostScript™ headlines and other graphics in popular programs such as QuarkXPress®, Adobe Illustrator® or CorelDRAW®. EDGEPRINT software automatically scales your image from 36 to 54 inches wide by nearly any length.

## What You See is What You Get

Our integrated approach provides total design control right at your workstation. Using optional PosterWorks™, you specify cropping, margins, panel specifications and bleeds while viewing the results on your screen. Review multi-panel layouts before printing to guarantee correct sizing specifications. You can choose whether to print or suppress titles, panel numbers and crop marks.

## Rich, Beautiful Colors

EDGEPRINT Software delivers brilliant and consistent color fidelity. Our patented software automatically color corrects and compensates for printer dot gain and ink characteristics while the built-in color lookup tables maintain color integrity. For even greater control, the EdgeColor Management System allows you to calibrate or adjust colors as needed.

## Works With Most Printers

Unlike other large format systems, EDGEPRINT Software supports inkjet and electrostatic printers. You select the best printing system for the size and demands of your business. Or have one of our Authorized Dealers build a customized, integrated turnkey system for you.

## Fast, PostScript™ Interpreter

To quickly process graphically complex PostScript files, EDGEPRINT Software includes a PostScript Level II compatible interpreter - the fastest and most reliable on the market today.

The software also enables images to be flopped, mirror imaged, or scaled as they RIP. EdgePS RIP can even process complex PostScript files with multiple embedded images and complex blends that usually choke other systems.

## Built-in Printing Efficiency

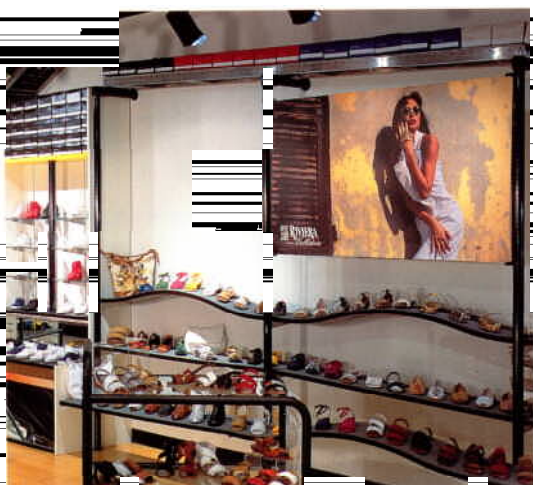
EDGEPRINT Software's unique time management system analyzes printing time required and determines optimal image placement so you can efficiently schedule your time. Just queue the printer to output at the most advantageous time - including unattended overnight printing. Save additional time when printing to InkJet printers. Enhancements allow for simultaneous RIP and print jobs to InkJet printers.

## Designed For Productivity

In addition to achieving photographic quality, our patented screening algorithm is exceptionally fast and runs without using expensive and complex UNIX programs. You enjoy greater reliability because the system operates with fewer components. EDGEPRINT Software has already been engineered to run on Power Macs, Windows, Window 95 and Windows NT.

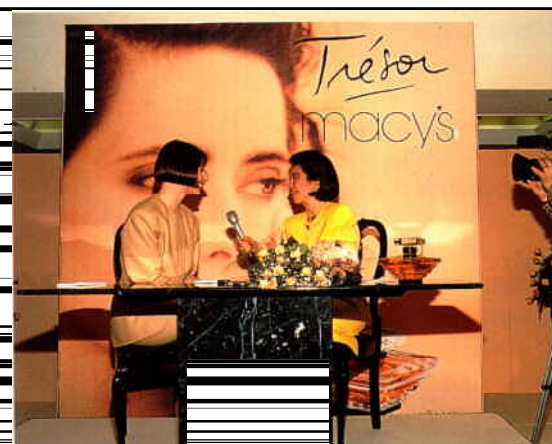


Exhibits



Murals

Point of Sale



Events



Outdoor

# Digital Printing Without Limits Since 1986

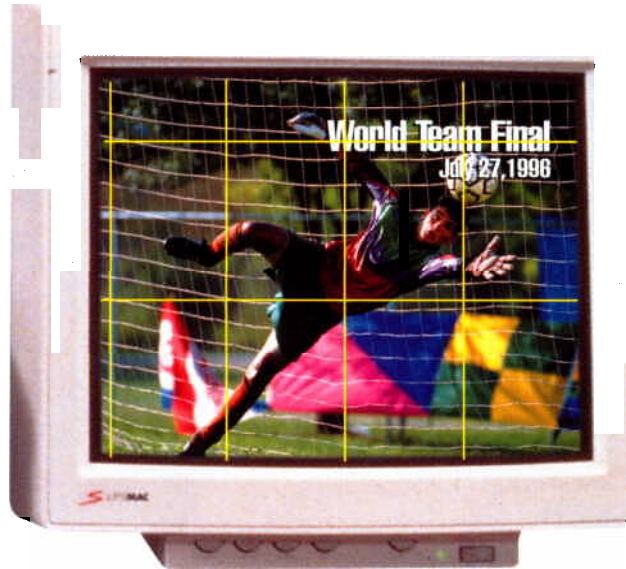
For over 10 years, Visual Edge has led the digital printing revolution. Our patented random error diffusion technology and ability to work from many platforms to color output devices have set the standard for high quality digital printing. No other company matches the flexibility, speed, and value that Visual Edge offers.



**1** Start with a transparency, photo CD or flat art.



**2** Create the imaging program.



**3** Create panels, bleeds and scaling. Then preview and process the job.

## EDGEPRINT Advantage

VISUAL EDGE patents brilliant colors and photo quality. Accepts files from Macintosh and Windows graphics programs. Supports inkjet, electro-dye-sublimation onto fabric. Automatically recognizes CMYK or RGB.

Includes a PostScript Level 2 driver that prints quickly and accurately. EdgeColor Management software provides standard color compatibility, compensating for printer and substrate characteristics. Includes PrintManager software for extended mode. Queue your print job today or even the next day.



**4** Print on your large format color printer and install the work.





# All The Features You Need

## EdgeColor Management System

These utilities provide easy to understand tools to help you control your color space. CMYK and RGB color space for electrostatic as well as ink jet printers is accurately represented and adjustable. Give your files just the look you want by adjusting for specific variables like unique paper or ink characteristics, bias or nonstandard specification. Create customized color tables for specific jobs or specific accounts.

## CustomStamper

Easy, intuitive method of merging common base files with variable logos, headlines, short descriptions. Imposed logo and text can be stamped in black, color, or reversed out.

## Previewing

Proof before you commit to time and money at the press; use the preview mode to check if the correct fonts, colors and layouts have been included.

## PrintManager

A user-friendly utility which allows the operator to add and remove print jobs, spool multiple copies of unlimited single files (batch processing), and specify job characteristics. Automatically steps and repeats to optimize paper usage and reduce printing time. PrintManager estimates and displays printing time and paper usage, runs on just a few megabytes of RAM, and uses double buffered DMA (Direct Memory Access) to maximize the performance of the Mac or PowerPC.

## Precision Screening

Provides default, commonly used halftone and TIFF contone screening options for ImagePro users.

## PrintViewer

A useful feature for technical troubleshooting; allows viewing of portions of an image after it has been rasterized and error diffused, but prior to printing.

## 3M SCOTCHPRINT®

These drivers are available to Authorized 3M SCOTCHPRINT™ Graphics Fabricators. They control the toner coverage and passes for vinyl applications.

## QuickRIP

This feature is useful when producing flipcharts, proofs and signage that do not require the highest quality screening. Provides 3-5 times improved RIP speeds while maintaining desired quality.

## ImageTex Dye-Sublimation Software

Make fabric banners and textile samples by using Visual Edge's ImageTex dye-sublimation system with fabrics, textiles and solid materials.

...e in your desktop publish-  
...ld text and other images.

...stochastic screening for vivid,  
...o-realistic images.  
...tosh, PC and UNIX based

...atic, 3M SCOTCHPRINT™, and  
...rics.  
...s your scanned image as CMYK

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...System provides SWOP stan-  
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...ric and textiles with  
...Visual Edge

## FEATURES

	ImageJet Plus	ImageMaster Plus	ImagePro Plus
EdgeTIFF RIP	•	•	2
EdgePS RIP	•	•	2
CustomStamper	•	•	•
EdgeColor Management System	•	•	•
Color Preview	•	•	•
QuickRIP	•	•	•
PrintViewer	•	•	•
Tiling capability available	•	•	•
PrintManager for . . .	Ink Jet Printers	Electrostatic Printers	Multiple Inkjet & Electrostatic Printers
PosterWorks by SH Pierce		•	•
Bayer dither screening	•	•	•
Multiple screening patterns	•	•	•
Software Maintenance Program			•

## Open System Approach

Printing technologies change too fast to risk being locked into a closed system. Our open approach ensures compatibility with the software and equipment you are already using... or buy in the future. Choose from one of three upgradable software packages to satisfy your specific needs.

### ImageJet Plus

Produces photo quality art for formats up to 36 inches wide and any length. It supports inkjet printers such as ENCAD's NovaJet printers, Hewlett-Packard's large format color printers, Calcomp and LaserMaster's DisplayMaker printer.

### ImageMaster Plus

Drives electrostatic printers such as the Xerox® ColorgrafX 8900 Series and the Raster Graphics® 54-inch printer. It can produce images up to 54 inches wide and any length.

### ImagePro Net

Combines electrostatic and inkjet capability in one comprehensive program. It includes all of the above features plus Multiple RIPs and drivers, screening options as well as software maintenance.

Information subject to change without notice. Some features are not available with certain options. Please ask your authorized dealer for details.

## Or Complete EDGEPRINT Systems

**Print big color on vinyl, 3M Scotchprint, fabrics, yardage samples or solid materials.**

Now you can produce big, colorful yardage samples, fabric and vinyl banners, or 3M Scotchprints – quickly and easily by installing a turnkey system from the leaders in digital printing.

Ask your Visual Edge representative to integrate a full EdgePrint System for you.



# VISUAL EDGE

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