

*for immediate release*

## Avanti's Print MIS Software Joins the HP SmartStream Portfolio

**TORONTO, February 17, 2010** – Bringing the benefits of highly automated workflows into reach for thousands of HP Indigo users, Avanti Computer Systems Limited today announced that it has joined the HP Graphics Solutions Partner program and has developed with HP an interface to integrate Avanti's award-winning Print MIS software with the HP SmartStream workflow portfolio. Avanti is the only provider of MIS software in the North American market to offer this level of connectivity with HP SmartStream.

“Being able to deliver on the customer's demand for tighter turnaround times and for substantial cost-cutting has become a matter of survival for print providers,” said Riley McNulty, a Research Manager at IDC. “An automated system such as Avanti's is one effective way to accomplish it.”

With Avanti, virtually all facets of the print shop, such as job submission, printing, finishing and business management functions like estimating, purchasing and job tracking, are now automated. Printers can significantly reduce costs throughout the print production process by eliminating points at which human intervention is typically required.

“The value of HP's digital printing solutions goes beyond the press to encompass end-to-end workflows that help our customers increase productivity and reduce operating costs,” said Alon Bar-Shany, vice president and general manager, Indigo division, HP.

“Together, HP and Avanti are helping customers become more competitive in the current market by streamlining business management functions and speeding time from job start to completion.”

Avanti's modular print-MIS system integrates with the HP SmartStream Production Pro Print Server. Using JDF/JMF, data can be transferred bi-directionally between Avanti Print MIS and HP SmartStream print servers in real time to update job and device status.

"Now HP Indigo users can get even more productivity from their SmartStream investment," said Stephen McWilliam, executive vice president, Avanti Computer Systems Limited. "After in-depth testing of the integration, they can be certain that Avanti software will work seamlessly with their current workflows."

Avanti's Print MIS and HP's SmartStream systems are based on open standards for interoperability, including JDF, demonstrating their commitment to provide print shops the ability to choose the right processes for their environment.

### **About Avanti**

Avanti provides print MIS and web-to-print solutions that help print shops automate all facets of their business. In business for over 25 years and with more than 400 installations, Avanti's solutions are the most open in the industry, JDF certified, fully integrated and extend from web-to-print through to production and billing. For more information, visit Avanti at [www.avantisystems.com](http://www.avantisystems.com).

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