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## Automating the Unbillable: Pageflex and Avanti Computer Systems Integration Harmonizes Transfer of Information across Systems

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Pageflex, a division of Bitstream Inc. (NASDAQ: BITS, www.bitstream.com) and a leading developer of enterprise variable data publishing and web-to-print solutions, and Avanti Computer Systems (www.avantisystems.com), a leading provider of print MIS solutions for the graphic arts industry, announced today the integration of two award-winning technologies: Avanti's Graphic Arts Management System and Pageflex Storefront(TM) web-to-print software. This comprehensive solution provides a complete, streamlined workflow from online document customization and ordering in Pageflex Storefront through the print production environment to for printing, finishing and shipment. The first Avanti customer to implement the integrated technology is Associates Graphic Services (www.agsprint.com), a world-class printing solutions provider.

"One of the greatest challenges facing print shops today is eliminating the re-entry of data as a job makes its way through the shop. Avanti simplifies the process by giving systems the ability to talk to one another from prepress to

production, speeding turnaround time and allowing our customers to 'automate the unbillable,'" said Patrick Bolan, president and CEO of Avanti Computer Systems. "Printers that used to take days to get a job out of the shop can now commit to same-day delivery from receipt to execution."

Jobs created in Pageflex are automatically transferred to Avanti without hands-on work; eliminating the possibility of transcription errors and reducing turnaround time. Pageflex Storefront is a turn-key software product that enables customers to define, auto-generate and manage attractive Web-to-print document customization sites for print and cross media campaign ordering and e-commerce. The integration of this technology gives Avanti's customers the ability to seamlessly pass data from one department or application to another, saving time, money and the hassle of re-recording information.

"We are pleased that the extensibility of Pageflex enables it to be a seamless participant in the Avanti workflow," said Anna Chagnon, president and CEO, Bitstream Inc. "Our joint customers now have the opportunity to sell robust document customization services through a Web portal, coupled with the competitive advantage of behind-the-scenes automated business processes through Avanti Graphic Arts Management System."

"AGS selected Avanti as our MIS partner due to their ability to integrate to the applications that are key to our business like Pageflex Storefront and OASymbio," said Dave Zamorski, COO, Associates Graphic Services. "Avanti's MIS software will allow AGS to continue streamlining its operational costs and decrease turnaround time for our clients."

About Avanti

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In business for over 24 years, Avanti's sole focus is on providing comprehensive, fully integrated software tailored to the unique way each printer does business. Avanti specializes in solutions for Sheetfed, Web, Digital, Large Format, Screen Printers and Binderies with integrated modules extending from the Internet through to the Shop Floor and Invoicing.

With over 400 installations, Avanti's fully integrated modules include Estimating, Quotation letters, Order Entry, Job Costing and Tracking, Inventory Management, Purchasing, Scheduling, Shop Floor Management, Fulfillment, Direct Machine Interface, Shipping Integration, Invoicing, CRM, JDF interfaces, Triggers and Alerts, Executive Dashboard.

For more information, visit Avanti at [www.avantisystems.com](http://www.avantisystems.com).

About Bitstream

Bitstream Inc. (NASDAQ: BITS) is a software development company focused on bringing unique software products to a wide variety of markets. The company's core software products include award-winning fonts and font rendering software, mobile browsing and messaging software and variable data publishing and Web-to-print software for personalized marketing. For more information about Bitstream please visit [www.bitstream.com](http://www.bitstream.com).

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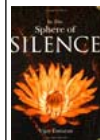
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