

International Press Release



Serendipity Software Pty Ltd

**BlackMagic
Filmless Digital Proofing System**



For Immediate Release
New BlackMagic V2.3.0
1st May 2000
Sydney Australia:

Serendipity Software are pleased to announce their latest BlackMagic V2.3.0 Software.

INPUT FILTERS:

The new software offers the addition of the Fuji Celebra Plus (Imposed Workflow) PCC (PSPI), Copydot and DCS 2 files for both screened and un-screened formats to Serendipity's already impressive list of input filters. Additional intelligence has also been added to the tiff generic input filter, allowing a wider variety of file naming conventions to be recognised by the AutoProofing facility.

The Brisque Impose proofing option, now supports a customised option to print or suppress lay file "TRIM MARKS".

OUTPUT DRIVERS:

Serendipity have added the ability to output and color manage multi-colored separated plates containing screened PostScript / DCS2 files with CCIT G4 compression to digital half tone proofers. Compatible digital halftone proofers include Kodak Approval XP4, PolarProof, Press Tech engines, Screen and Fuji's new FinalProof.

PRINTERS:

A single bit TIFF (separated) driver also allows HR screened bit-maps, to be color managed and output to digital halftone proofers that accept a single bit tiff input capability. Improved halftone screening (PostScript Level III) has also been added providing higher quality output.

In practice these new facilities combined with BlackMagic De-Imposing capability, allow 8UP fully imposed signatures to be proofed to 2UP and 4UP digital half tone proofers.

Mr Peter Skarpetis went onto say "end users who have rips that produce CT / LW file formats eg: Scitex Brisque, Rampage, Delta List and PCC can also benefit from this technology, as they can now seamlessly integrate to digital halftone proofers without having to purchase expensive proprietary interfaces.

COLOUR MANAGEMENT:

Overhead times when using ICC profiles have been substantially reduced, making processing times faster. Support for importing monitor ICC profiles from Adobe PhotoShop and profiles containing LUT for gamma correction has now been added.

Due to the increased popularity and quality output of the Roland Hi FiJet, support for Hexachrome orange and green has been added, providing the Packaging / Flexo markets with a far wider gamut of accurate spot colors that can be reproduced.

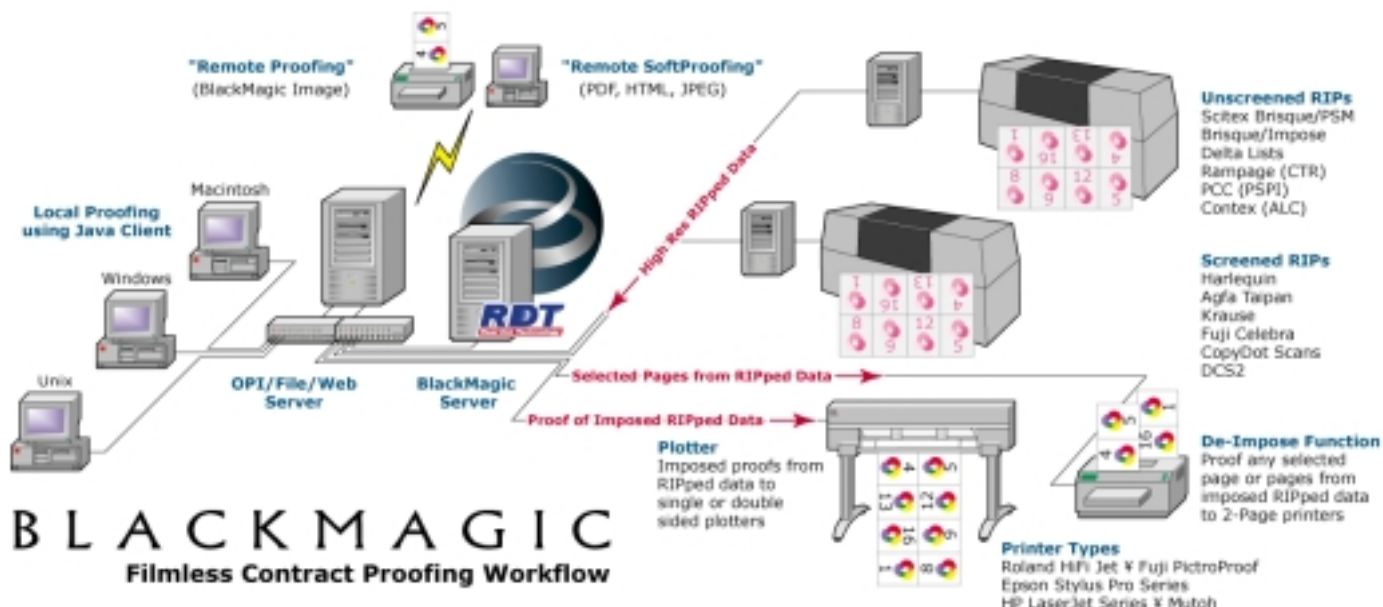
Highlight rendition is also smoother when reproducing HR screened bit-maps to the Roland when using Serendipity's unique RDT "Real Dot Technology"

PRINT COLOUR KEY: (progressive proof)

A print colour key facility has been added allowing all separations to be automatically proofed as a progressive. This is ideal for proofing on clear substrate material so critical underlay and overlay trapping issues can be identified.

OUTPUT DRIVERS:

The BlackMagic family of HP output drivers has been enhanced by adding support for their popular (PCL5) 8500 color laser duplex printer. HP small format printers that support photoret (use of multiple dot sizes) has been added and print speeds are now faster. A PCL 6 driver for monochrome HP laser printers has also been added. A Seiko direct output driver has also been added to support their inkjet printer.



END

Serendipity Software Pty Ltd reserves the right to change the specifications of the BLACKMAGIC software at any time without notice.

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About Serendipity Software

Serendipity Software, established in 1994, is a leading provider of digital proofing products for the pre press, printing, sign, poster and mapping industries. Through high quality R&D and flexibility, the company targets niche markets and produces a constant stream of product innovations. BlackMagic, the company's flagship product, provides true ROOM (rip once output many) workflow by producing digital proofs containing the same dots produced by the imagesetter / platesetter RIP.

The software also incorporates our de-imposition technology which allows de-imposing and proofing full size impositions on any digital proofer no matter how small. Through sustained focus on digital proofing, Serendipity strives to continue its leadership and innovation in the digital proofing arena. Serendipity Software can be found at <http://www.digitalproofing.com>



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