



FOR IMMEDIATE RELEASE

JUBELS WINS FIRST PLACE IN XMPIE UIMAGE CONTEST

Netherlands, Nov. 28, 2007 – What do you get when you cross a document with image personalisation? You get a rich, eye-catching photo that increases direct mail response rates by double digits. This is what Jubels, a graphics communications specialist company in Amsterdam, Netherlands found out and has based several of their marketing campaigns on and won first place in an XMPie® ulmage contest.

Prior to Graph Expo 2007, this year's largest trade show in North America for the printing and graphics communications industry, XMPie, the leading provider of personalised 1:1 cross media and variable data software asked customers to submit a selection of personalised images using XMPie's ulmage solution. All images decorated the XMPie stand during Graph Expo and visitors voted for what they believed was the best ulmage photo. Jubels won first prize.

Image personalisation is one of the newest applications that graphic communication professionals are using, since it provides an individualised graphic with a person's name, photo or other personal information that is unique to the recipient.



One of the photos Jubels submitted was from a campaign called "The Walk of Fame," shown above. Jeroen van Druenen from Jubels describes how the photo is currently being used: "This ulmage application was built in a web-to-print XMPie solution called uStore to show our customers and prospects the possibilities of personalised images in combination with a web fulfilment system not only direct mail." It's been very successful since everyone wants their name on the Walk of Fame."

First, second and third place winners of the ulmage contest are showcased on the XMPie website at www.xmpie.com under the ulmage product column.