

For immediate release

## Quality Assurance at its Highest Level:

### EyeC and HYBRID Software Present Groundbreaking Workflow Integration at Labelexpo Europe 2023

**Hamburg, Germany, August 31, 2023.** EyeC and HYBRID Software have expanded their successful collaboration and will be presenting their latest workflow integration at Labelexpo Europe 2023. The direct integration of the web-based artwork proofreading system EyeC ProofText into CLOUDFLOW by HYBRID Software enables maximum efficiency already in the artwork creation process. The collaboration of the two software experts raises quality assurance within the pre-press stage to a new level.

The partnership with HYBRID Software, a leading developer of enterprise solutions for label and packaging printing products, aims at the joint development of web-based SAAS and on-premise software solutions for the graphic industry. Both companies have been working together successfully on various levels for many years to improve prepress processes with the help of smart productivity tools. In order to meet the ever-increasing demands of customers, the latest joint project focuses on the complex process of artwork creation.

To do this, EyeC ProofText uses Mako™ Core technology from Global Graphics Software, a HYBRID Software company, to process PDF documents. Designed as the ultimate software development kit (SDK), Mako Core uses a unique document object model (DOM) to control color, fonts, text, images, vector content, and metadata. Through so-called DOM APIs, content can be queried and edited across formats and platforms, and digital documents can be modified. The highly automated, web-based artwork proofreading system EyeC ProofText reliably detects and evaluates deviations within the revision check, including content and font style, within a single process step thanks to an intelligent algorithm.

The combination of the two companies' technologies enables complete automation of repeat jobs in a fluid workflow. In addition to shorter processing times and the avoidance of costly errors, this ensures that the final product is of the highest quality right from the artwork management process. At the same time, the digital workflow principle optimizes quality assurance and saves resources by reducing manual effort. Even with very complex cases, the system combination offers up to 50 % faster performance.

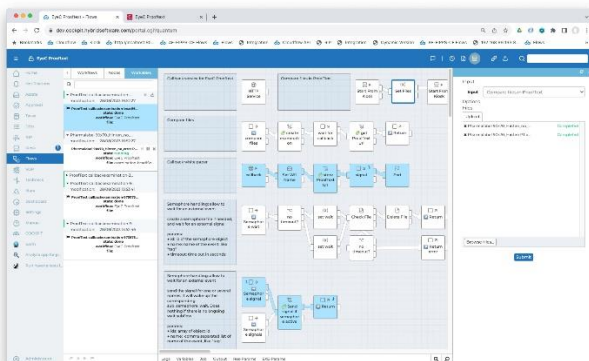
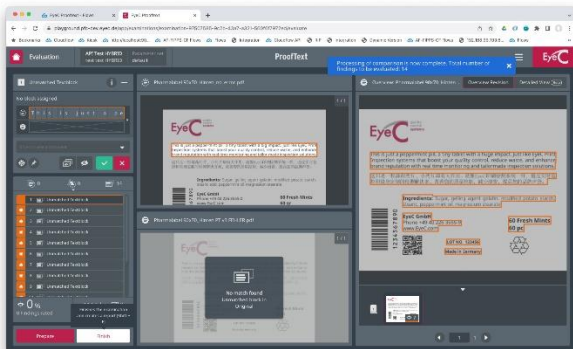
For more information: [www.EyeC.com](http://www.EyeC.com)

"We are proud to further extend our successful partnership with HYBRID Software and to support customers with this innovative solution to increase their efficiency within their artwork management processes. The direct integration of EyeC ProofText into CLOUDFLOW enables a consistent connection between both systems, allowing us to offer our customers even more security in the pre-press process," says Ansgar Kaupp, CEO of EyeC GmbH about the cooperation.

Christopher Graf, Chief Marketing Officer of HYBRID Software, adds: "The partnership with EyeC allows us to drive digitalization in artwork creation and further simplify increasingly complex workflows. At the same time, we are setting new standards together in the graphics industry by expanding our range of innovative solutions."

EyeC and HYBRID Software experts will be at Labelexpo Europe 2023 from 11 to 14 September. Live demonstrations of the new workflow integration will be available at EyeC stand #A864 during this time.

## Images



Direct Integration of EyeC ProofText Into CLOUDFLOW by HYBRID Software

## About EyeC

Founded in 2002, EyeC GmbH provides fast, accurate, and easy-to-use artwork and print inspection systems. EyeC is the only provider on the market that ensures product quality throughout the entire manufacturing process – from the first artwork file to the finished printed product. Products from EyeC provide users with 100% confidence about the print quality of their products, such as labels, folding boxes, package inserts, or flexible packaging. As a result, complaints, and recalls are minimized, production costs lowered, and quality testing optimized. Around the world, more than 3,000 EyeC inspection systems are currently in use at pharmaceutical companies, printers, and manufacturers of branded goods. The company currently employs over 70 people in Hamburg and has international sales partners in more than 100 countries.

## About HYBRID Software

With offices in Belgium, Germany, US, UK, Spain, France, Italy, and China plus a global partner network, HYBRID Software is an enterprise software development company focused on innovative productivity tools for the graphic arts industry.

HYBRID Software's CLOUDFLOW workflow, PACKZ and STEPZ editors, and print quality solutions offer a unique set of advantages that include native PDF workflows, enterprise cloud solutions, scalable technology with low cost of ownership, and direct integration with leading MIS solutions and output devices. These products are used by thousands of customers worldwide in all areas of prepress and print, including labels and packaging, folding cartons, corrugated, wide format and digital printing. HYBRID Software is a subsidiary of Hybrid Software Group.

[www.hybridsoftware.com](http://www.hybridsoftware.com)

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