INVITATION TO THE **ARIFIQ** GRAPH EXPO PRESS CONFERENCE

Hello-

It is with great pleasure that arifiQ Development invites you to join us for our first ever North American Press Conference.

We are thrilled to be launching our new, self-service, online tool that elevates the print buying experience by delivering instant quotes for custom print jobs.

What - another estimating tool you ask? Yes, but we have a few unique features that our customers are raving about:

"arifiQ is the perfect solution for us. By allowing me to automate my custom job quotes, the client gets the estimate quicker, we process the job faster and we get happier customers." Mark Sarpa, CEO, Progressive Solutions, Santa Clara, CA

Self-service is a growing preference among customers who are looking of transparency in pricing and quicker turn around times. Research shows that 35-50% of sales go to the vendor that responds first. (Source: Inside sales. com)

Printers today are looking for ways to reduce the internal touch points and increase profit margins with job estimating. arifiQ offers a new way for printers to change how they estimate by providing instant print quotes for custom jobs to their customers 24/7.

OUR GOALS ARE SIMPLE:
- Help printers reduce the time it takes to estimate custom print jobs by up to 85%
- Make the process as easy as possible for the print buyer by delivering custom quotes in less than 1 minute
- Offer transparency in pricing
- Deliver free set up and charge by the print engine (digital, offset, web or wide format) for a monthly fee
- Provide a plug-in to Adobe InDesign giving designers and creative professionals instant access to custom print quotes from within the application
- Allow for easy integration with pre-press, print MIS and accounting systems using an API to embed calculators and order entry options on a printer's website

As first time exhibitors at Graph Expo our executive team looks forward to meeting with you, the press and analyst community. We will feature a short presentation: 30 minutes - we promise! And answer any questions you may have.

Where: Graph Expo, McCormick Place South, Room S502a

When: Sunday, September 13th from 1:00 to 1:30 pm

arifiQ

For more information about arifiQ and the Adobe InDesign plug-in visit: www.arifiq.com

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