

Press Release

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For Immediate Release
Europe, Middle-East & Africa

MUTOH EUROPE RELEASES “i² GPS SYSTEM” FOR VALUEJET, BLIZZARD, SPITFIRE & ROCKHOPPER 3 EXTREME PRINTERS

Guided setup sheets at www.mutoh.eu/interweaving enable printer users to deliver fit-for-purpose print quality

Oostende, Belgium, February 18th, 2009 – Belgium-based wide-format inkjet printer and vinyl cutting plotter manufacturer Mutoh Europe announces availability of a “Guided Printer Setup system” (GPS) for all Mutoh piezo printers incorporating Mutoh Intelligent Interweaving (i²) technology. These guided printer setup sheets will enable Mutoh printer operators to produce the best quality for a specific purpose and image, based on three simple criteria.

About Mutoh’s i² Guided Printer Setup System (GPS).

In defining its Guided Printer Setups per printer type, Mutoh takes into account the purpose for which a print is intended, based on three criteria, i.e. the **viewing distance**, the **image type** and the **image content**.

Four categories of viewing distances are defined : *less than 1 meter, more than 1 meter, more than 3 meters and more than 5 meters.*

The image type represents the answer to the question : is it a sign requiring maximum print quality or a less demanding picture image which can be printed faster.

Image content relates to the image definition, i.e. less detail or a lot of details.

Further info can be viewed at www.mutoh.eu/interweaving. On this new section of www.mutoh.eu, visitors can check out the performance of Mutoh i² technology per printer, in an interactive way.

Also at www.mutoh.eu/interweaving, visitors can now download a tutorial, providing practical guidelines on working with Mutoh i² technology.

“Mutoh’s Intelligent Interweaving technology is a lot more than printing in waves or weaves”, says Arthur Vanhoutte, President of Mutoh’s European operations.

“Thanks to i², we are the only wide format printer manufacturer able to provide printer operators (novices and professionals) an unprecedented level of user comfort.”

“Our research indicated that in most print shops, printer operators become familiar with only a few of the hundreds of setup options on their wide-format printers. They rarely have the time to get the best out of their printers. Some print jobs are over-specified, take longer, use more consumables and cost more than is necessary. Other print jobs are under-specified, which results in lower quality and a high risk for repeat work or lost business”, Vanhoutte continues.

“With our new i² GPS system for the Mutoh ValueJet, Blizzard, Spitfire and Rockhoper 3 Exteme printers, users will be able to effortlessly select the most suitable print mode, and predict how long printing will take. They will only have to answer three simple application-related questions. Unlike other manufacturers dazzling potential buyers with high resolution figures or unusable top speeds, we are able to “keep it simple”. In essence, the principle of our i² technology is to deliver - on a consistent basis - impeccable print quality at the lowest possible resolution and the least print passes, saving RIP and print time, resulting in cost-effective printing, regardless of the media type that is used”, Vanhoutte concludes.

About Mutoh Europe nv.

Mutoh Europe nv, Belgium, is a business unit of Mutoh Holdings Co. Ltd., Japan. Founded in 1991, Mutoh Europe’s activities encompass development, manufacturing and distribution of CAD/CAS hardware (professional sign cutting plotters and large-format full-colour piezo printers for CAD, commercial inkjet printing and sign making applications). Employing 280 people, the company markets Mutoh products all over Europe, the Middle East and Africa through an extensive network of authorised resellers.

For further details on Mutoh Europe and its products : www.mutoh.eu

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