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**Hall 6 - booth D32**

**MGI DIGITAL GRAPHIC TECHNOLOGY ANNOUNCES THE FIRST PRESENTATION  
OF METEOR DP20 4-in-1 DIGITAL PRESS AND MYBOOKINSHOP  
ON-DEMAND DIGITAL PHOTO BOOK SOLUTION AT PARIS PHOTO SHOW**

*All inclusive, turnkey photo book production solution includes  
a revolutionary 4-in-1 digital press that can print, laminate and finish,  
as well as innovative design software with secure USB key option*

**IVRY sur SEINE, FRANCE** (November 10<sup>th</sup> 2008) – MGI Digital Graphic Technology, the multi-substrate (paper and plastic) digital press and finishing solutions manufacturer, announced the first presentation of the **Meteor DP20 4-in-1 Digital Press** along with **MyBookinShop on-demand photo book solution**. This will be held at **Paris Photo Show**, November 13-17<sup>th</sup> in Paris, France.

MGI brings 26 years of proven experience in the global digital graphics market to the photo industry with the launch of **MyBookinShop** at Photokina, the leading international trade fair for the photographic and imaging sector. With a booming worldwide market for photo books and other custom photo products that allow users to connect like never before, MGI has designed a total digital solution that allows the entire photo book creation process to be centralized and streamlined, making it an ideal solution for local photo shops, professional photographers, the hospitality industry and many others.

**MyBookinShop** is a complete on-demand digital photo production solution, from designing through finishing. Key components include an interactive design kiosk with a secure USB key option, 4-in-1 digital photo press with in-line printing, laminating and several unique binding/finishing options. **Most importantly, MyBookinShop is the only solution that can deliver professionally printed and bound digital photo books on-demand, from designing through finishing, in just minutes.**

**Meteor DP20<sup>®</sup> On-Demand Photo Book Solution**

Ideally suited for photo production, the Meteor DP20 is a revolutionary, all-inclusive digital solution that can **print, laminate, crease & cut in just one pass**. This compact 4-color digital press (less than 4m<sup>2</sup>/13 ft<sup>2</sup> footprint) uses a dry process (no water, no chemicals) and prints and laminates photos in auto-duplex mode (both sides). It accommodates most off-the-shelf papers up to A3+ (12 x 18"). The Meteor DP20 produces photorealistic prints in resolutions up to 1800dpi, with an output of up to 8 photo books an hour (print to print). Other in-line finishing options include horizontal and vertical cutting (perfect for photo prints in a variety of sizes) and creasing (allowing photo book pages to lie flat). All functions are fully streamlined and automated, requiring just one part-time operator.

The Meteor DP20 is a versatile profit center for photo professionals, giving them the option to offer additional premium printing applications such as flyers, brochures and a host of direct mail services utilizing the Meteor DP20's full variable data capabilities.



### **PhotoWorkShop Design Software with "Jump-and-Drop" USB Key Option**

Paired with a user-friendly touch screen kiosk, PhotoWorkShop®, MGI's photo editing software, allows users to create a multitude of photo projects (such as photo books, calendars and photo greeting cards) with ease. Supported sizes include 21x21cm, 30x30cm, A4 & A3 (8 x 8", 8.5 x11", 12 x12" & 12 x 18") using paper thickness ranging from 135 to 350 gsm (up to 130lb cover/194lb index).

In addition to in-store via kiosks, PhotoWorkShop is also available for home use with MGI's signature "Jump-and-Drop" secure USB key technology. Once the customer prepays their photo book, they receive the software loaded onto the encrypted USB key, which requires no additional installation or use of an Internet connection. Customers can create their photo book from the comfort of their home and then return it to the shop for printing. This system ensures customer loyalty, as photo books are individually coded and can only be printed at the point of sale.

### **Finishing Options**

MGI's complete line of finishing solutions gives photo professionals a wide range of options. With PhotoPowerCrimp® and PhotoPowerBind®, photo shops can produce durable, professional photo books. Other finishing options include MGI's popular UVarnish® offline UV coater.

Visit MGI at "Salon de la Photo" de Paris in **Hall 6 - booth D32** to learn more about our newest digital photo products and to receive a personalized demonstration of our complete on-demand photo book production solution.

### ***High definition product photos available upon request***

#### **About MGI Digital Graphic Technology**

Founded in 1982, MGI Digital Graphic Technology designs, manufactures and markets a full and innovative range of multi-substrate (paper and plastic) 4-color digital presses, as well as a complete line of versatile finishing solutions, including the revolutionary JETvarnish® digital inkjet spot UV coater, as seen at drupa and entering production in winter 2008.

A key player in the global market, MGI has a portfolio comprised of several thousand customers in a wide range of sectors, including graphic industry professionals, Fortune 1000 companies, government agencies, plastic card manufacturers, silk screeners and photo labs.

MGI is a leader in the professional equipment graphic market and is registered on the Euronext Paris Alternext stock exchange (symbol: ALMDG). They received the prestigious OSEO ANVAR "Innovative Company" Label in 2007 in recognition of their expertise and innovation in the graphic & finishing industry.

For more information, please visit <http://www.mgi-fr.com> / <http://www.mgi-usa.com>

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