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NEWS

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Xitron Introduces Free Support for New Sierra Users

Three Year Plan Includes All Software Upgrades

Ann Arbor, Michigan – July 7, 2015 – Xitron, the leading independent developer of RIP and workflow products for commercial, digital, flexo, and label printing has introduced a new support plan that greatly reduces the cost of workflow software ownership. Beginning July 7th, all new Xenith Sierra workflow bundles will automatically be upgraded to three years of support at no additional yearly charge. The program covers hardware, software, and any Xitron CTP interface purchased with the system.

“Through surveys, focus groups, and analysis of workflow customers, we determined that annual maintenance agreements are a significant point of dissatisfaction with workflow buyers,” said Karen J. Crews, President of Xitron. “High maintenance fees and upgrade costs were two of the top three complaints reported, regardless of the workflow vendor. To that end, we’ve decided to eliminate them from Xitron’s Sierra product for the first three years after installation.”

Also included are all software upgrades released during the coverage period. “This represents a significant departure from the traditional ‘maintenance’ or ‘technology access’ model prevalent with workflow software over the last few years,” Crews noted. “Eliminating this expense has immediate impact on the workflow’s ROI.” The new plan coincides with the release of Sierra 6.5, which was recently announced.

Xitron has amassed over 300 Xenith installations across the US, Canada, Europe, and Latin America and continues to add to their customer base monthly. Stressing “Prepress Independence,” Sierra is capable of driving over 200 different output devices from Screen, Agfa, Heidelberg, FujiFilm, Presstek, Esko, and others. For a full list of compatible devices, visit www.xitron.com/connectmyctp.

About Xitron

Xitron develops advanced workflow systems and interfaces to drive the prepress industry's most popular new, and legacy output devices, prolonging our customers' investments. In addition, Xitron's pressroom workflow solutions extend the functionality of press consoles from a number of industry leading press manufacturers. Xitron's Navigator RIP, Raster Blaster TIFF Catcher, and Xenith Workflow solutions are recognized as prepress standards. Built around the Harlequin RIP core technology from Global Graphics and the Adobe PDF Print Engine from Adobe Systems, Xitron engineers continue to develop solutions for the graphic arts market, driving hundreds of different models of imagesetters, proofers, platesetters, and digital presses. With shipments of more than 30,000 RIPs, Xitron is the largest independent provider in the market. For more information about Xitron, visit us at www.xitron.com.

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Note to Editors:

If you need photos to accompany this release contact Bret Farrah at Xitron.

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