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SOURCE: InfoPrint Solutions Company



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**AFP Consortium Incorporates as Standards Body, Continues Drive to Print Architecture Excellence****InfoPrint Solutions Company Leads Creation of AFP Standards Body Focused on Developing Optimum Architecture for Production Variable-Data Printing**

BOULDER, CO--(Marketwire - February 26, 2009) - InfoPrint Solutions Company, a joint venture between IBM and Ricoh, today announced that the Advanced Function Presentation Consortium (AFPC) has become an incorporated nonprofit organization. It also celebrates its fifth year of operation focused on promoting industry innovation, interoperability between its 30-plus members and collaboration on mission-critical standards.

This group was initially formed by InfoPrint and other leaders in the print industry in October 2004 to focus on developing the AFP Color Management Architecture (ACMA), an open standard to drive accurate and consistent color in variable data printing. This focus was expanded in September 2006 to encompass the complete AFP architecture.

AFP is a presentation architecture that offers independence from specific applications and devices for document and information presentation. This technology is particularly important in driving new industry initiatives like TransPromo and in the creation of mission-critical documents such as bills, statements, and policies. AFP has powerful advantages over other print architectures as it supports very high print speeds, output integrity, and centralized, automated server-based management.

"Since we came together five years ago the AFP Consortium has been a ground-breaking group that has exemplified open collaboration among industry partners and competitors for the benefit of our collective customers. Our mission from the start has been to develop an optimum presentation architecture that our customers can use as the strategic basis for current and future print solutions," said Reinhard Hohensee, InfoPrint Distinguished Engineer and past leader of the AFP Consortium. "Developing a print architecture that works across multiple vendor platforms means that each member can in turn pass on the benefits of device-independent applications, resources and workflows to their own customers."

As a legal entity, the AFPC will be run by a Board of Directors and elected officers, and can collect funds from its membership, own and register trademarks, own document copyrights, negotiate licensing arrangements with third parties, and fund conference activities and marketing campaigns. As Founder, InfoPrint leads the group in its expanded mission to collaboratively develop the AFP architecture to be best-of-breed in its support of new customer requirements and print technology.

For a list of AFPC member companies, as well as information on the activities of the AFPC and on the AFP architecture, see the AFPC website at [www.afpcolor.org](http://www.afpcolor.org).

**About InfoPrint Solutions Company**

InfoPrint Solutions Company, headquartered in Boulder, Colorado, is a joint venture between IBM and Ricoh built on IBM's 50 years in the production print space and Ricoh's excellence in technology innovation. Together, the two companies are bringing to market a portfolio that includes solutions for production printing for enterprises and commercial printers, as well as office workgroup environments and industrial segments.

Operating in 36 countries worldwide, InfoPrint holds more than 200 technology patents in the printing and output related industry including the invention of the Advanced Function Presentation (AFP) Architecture, which is now an open industry standard for production printing environments. In 2010, InfoPrint will become a fully owned subsidiary of The Ricoh Company, joining an extensive portfolio of innovative technology brands in the Ricoh family. Ricoh Company Ltd., is 72-year-old leading supplier of office automation equipment and electronics, with fiscal year 2007 sales in excess of \$22 billion, a 7.3 percent increase over the previous year.

Visit [www.infoprint.com](http://www.infoprint.com) for more information.

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