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| For immediate release |

**GMG launches GMG ColorServer 5.0 with improved automation.**

**Color expert GMG** **announces an update of their popular color management tool with new features increasing productivity and processing safety.**

**Tuebingen (June 8, 2017)** – GMG, the leading developer of color management solutions makes pre-press work more efficient. The new GMG ColorServer 5.0 comes with an improved hotfolder-based automation designed for maximum productivity and process safety.

**Automatic processing provides high-end quality**

GMG ColorServer’s automatic color conversion ensures consistent print results across all printing processes and substrates – be it industry or in-house standards. “Retouching multiple files manually can be complex, and does not guarantee repeatable results. With GMG ColorServer 5.0 and the GMG MX technology, press-ready files can be created automatically in reproducible quality,“ explains Thomas Kunz, head of GMG product management. GMG ColorServer 5.0 even allows an accurate and cost-efficient conversion of spot colors into process colors.

**New high-performant client-server architecture**

Thanks to the new client-server architecture, the server can operate on any computer in a network with multiple users accessing it in parallel. As the processing load is automatically distributed to the connected computers, production peaks are covered and parallel file processing is possible.

**New dynamic hotfolder concept**

As all hotfolders are managed centrally, any client can convert files without expert knowledge. Kunz explains: “GMG ColorServer’s 5.0 dynamic hotfolder concept simplifies your work because multiple hotfolders reference one template. If you switch to another printing standard, only the template is changed and all hotfolders adapt accordingly.” It’s even possible to assign incoming data to a printing standard by simply naming the file accordingly.

**Integration, profiling, substrate simulation**

To increase productivity and output quality of whole pre-press setups, GMG ColorServer 5.0 can be integrated in almost any third-party workflow application. The optional, fully integrated SmartProfiler extends GMG ColorServer 5.0 with profiling functionality. The Paper Adaptation Tool guarantees close visual matches to printing conditions or standards adapting the color output space to the production paper.

**Ends**

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| **About GMG:** GMG is a leading developer and supplier of high-end color management software solutions, founded in 1984 and located in Tubingen, Germany. With more than 30 years of experience in the graphic arts industry, the GMG brand is synonymous with a guarantee for high-quality solutions for everything to do with color. GMG's goal is to provide complete solutions for standardizing and simplifying the color management workflow in order to achieve consistent colors on all media types and with any printing technology. Today, more than 11,000 systems are in use among customers around the globe. These span a wide range of industries and application areas including advertising agencies; prepress houses; offset, flexo, packaging, digital, wide format and gravure printers. GMG is represented by branches and authorized dealers the world over.    © 2017 GMG GmbH & Co. KG. The GMG product names mentioned in this document are trademarks or service marks of GMG GmbH & Co. KG and may be registered in certain jurisdictions. Other company, brand, product and service names are for identification purposes only and may be trademarks or registered trademarks of their respective holders. Data is subject to change without notice.  For more information see [www.gmgcolor.com](http://www.gmgcolor.com), [www.facebook.com/gmgcolor.en](http://www.facebook.com/gmgcolor.en), <http://twitter.com/gmgcolor>  Contacts:  GMG GmbH & Co. KG Press contact: Press contact Americas:  Phone: + 49 (0) 7071 938 74-0 Michael Grass Irvin Press  Fax: + 49 (0) 7071 938 74-22 AD Communications Press +  E-mail: pr@gmgcolor.com Phone: + 44 (0) 1372 464470 Phone: +1 508-384-3660  E-mail: mgrass@adcomms.co.uk E-mail: irv@press-plus.com. |
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