

## **Star\*Key Software Releases Version 3.0 of Print Estimating Software, Presstimator**

Brea, California - August 8, 2006 - Star\*Key Software, creator of the estimating software program for web offset printers, the Presstimator, has expanded the capabilities of its standalone estimating application.

With version 3.0, users can enter an unlimited number of additional page counts (each with various paper stock and color configurations), which can be used in combination with multiple quantities, to generate multiple estimates. For Example: A customer requests a Quote for a 16, 24, or 32-page Tab with either Black Only or Spot Color on the additional pages, and wants prices for 10,000, 12,000, 15,000, 17,000 and 20,000 copies. The Presstimator will calculate each one of the configurations (including Markup) and provide the Multiple Pages pricing sheet along with the Customer Quote report. The reports generated from the multiple page counts and multiple quantities gives the customer a complete snapshot of the pricing for all requested scenarios.

Version 3.0 also offers:

- A new Section Wizard allows users to quickly set up a multiple-section job. In prior versions, a multiple section job had to be created by adding each section of the job individually, specifying the section number, number of pages, collect vs. straight configuration, etc., for each. Now, by clicking on the Section Wizard and indicating the number of sections (and the collect vs. straight configuration), each section will be created automatically. Users can also use the Section Wizard to modify all existing sections of a job from a single window.
- The new Copy Paper Stock button allows users to copy some or all of the information from a specified paper stock (paper type, color, additional copies, web width, basis weight or grammage) to all stocks within the section or in the entire job. For Example: This makes it easier to change all the stocks within a multiple-section job from 28-lb. Newsprint to 30-lb. Newsprint from a single window. Instead of having to make the same modification to all paper stock entries individually, users can now modify a single entry and apply that change to all other entries.
- The Presstimator enables the importing of pricing information from existing Quotes from Quote History directly into the Additional Printing portion of another Quote. For Example: Users can create one Quote for printing the Cover for a product, and create another quote for the web-printing portion of the job. From within the Bindery tab of the second Quote, the user can select the Cover Quote from the Quote History list, and the price for the Cover will automatically be imported to give a complete quote which includes each portion of the printed job. Each product, the Cover and web-printing portion of the job, can be marked up individually.

In this new version, the Presstimator's functionality has been expanded to include many features requested by both newspapers and commercial web offset printers. For more information, please visit <http://www.presstimator.com>. In addition to containing FAQ's, product features, sample reports, comparisons to spreadsheet estimating, and ROI discussions, the website offers a downloadable Presstimator Tour. Visitors to the website can also request a free demo disk of the Presstimator.

### **About the Presstimator**

The Presstimator is a software application for web offset printing estimating. This print estimating software prompts the user for detailed job specs in a user-friendly interface. Completely customizable costs and settings can be adjusted in Shop Settings to create sophisticated and reliable estimates. The optional Presstimator Budgeted Hourly Rates module calculates rates to be entered in the Presstimator to ensure overhead expenses are being covered in generated estimates. The Auditor feature helps the estimator avoid mistakes by checking for any missing information, which can help eliminate costly oversights. The Presstimator also incorporates a wide variety of reports that can be generated directly from the estimate, such as Customer Reports, Job Tickets and Materials reports. These reports can not only save time, but they can also help the user track costs and initiate standardized cost studies. Quotes are stored in a searchable database for fast retrieval and easy modification.

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