



## **Artwork Systems Retains Helene Smith Public Relations**

**Bristol, PA & Longwood, FL – August 24, 2005 – Artwork Systems Group and Helene Smith Public Relations & Marketing Communications (HSPR); today announce that HSPR will represent Artwork Systems’ North America activities beginning immediately. HSPR’s initial support will focus on promoting Artwork Systems’ four major products launching at PRINT 05, which will be held in Chicago September 9 - 15, 2005.**

“We’re in a strategic growth phase and feel it’s the ideal time to bring HSPR’s top-notch professional expertise to help communicate our unique offerings, particularly to growing vertical markets and an overall burgeoning customer base,” says Dennis Mehta, President & CEO of Artwork Systems North America.

“Artwork Systems is a powerhouse in the industry; a category leader in prepress and prepress workflow technology,” says Helene Smith of HSPR. “We’ve been fortunate to have a great ongoing relationship with the Belgian parent company and of course an eight-year, longstanding partnership with Enfocus Software, also an Artwork Systems company. We look forward to a long road of successes, beginning at Print 05, helping Artwork Systems to evangelize its unique vision and solutions.”

### **About Helene Smith PR**

Helene Smith Public Relations & Marketing Communications (HSPR), headed by Helene Cohen Smith and Judy Sweeney, has served business-to-business sectors since its establishment in 1993, and specializes in technology categories such as publishing and imaging.

HSPR provides a range of public relations and marketing communications consulting services, from market research and strategic counsel to copywriting, news- and e-letter writing, event management, and publicity.

Clients include: Artwork Systems, The Digital Printing Council (PIA/GATF); Enfocus Software (Belgium & CA); Ghent PDF Workgroup (Belgium); The Graphics Communication Institute (GrCI) at Cal Poly (CA); HumanEyes (Israel and NY); KlearVision Digital (Israel); RIPit Computer Corp. (CA); and StaffingTools/Prepress Training Solution (IN).

For more information, contact Helene Smith at 407.786.0040 or email: [smith@helenesmith.com](mailto:smith@helenesmith.com)

**About Artwork Systems**

Artwork Systems develops complete and integrated software solutions for the preparation of professional color printing or pre-press. Artwork Systems now has offices in Belgium, France, Germany, Ireland, the United Kingdom, and the United States with international support structures in Australia, Brazil, Mexico and Singapore. Partner organizations in more than 40 countries are responsible for the additional worldwide distribution of the various products. Through the acquisition of Enfocus and Dimensional Impressions, Artwork Systems now also has a presence in Silicon Valley (San Mateo, CA, USA) and Los Angeles, CA, USA. Enfocus is equally headquartered in Gent, Belgium. The most important markets are Western Europe and the United States. During fiscal year 2004, worldwide turnover amounted to 47.14 million euro.

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