HYBRID SOFTWARE GROUP SALES BOOSTED BY LABELEXPO EXCITEMENT

Cambridge (UK), 5 October, 2022: Hybrid Software Group PLC (Euronext: HYSG) enjoyed brisk business at Labelexpo Americas, the first major industry event where all of the companies in the Group exhibited together.

"There was a real buzz on the show floor and a newfound confidence that things are back on a firmer footing after the disruption caused by the pandemic", says Mike Rottenborn, CEO of Hybrid Software Group. "Our booth was busy throughout with back-to-back demos. We rang the 'closing bell' often, booking more than $690,000 in business from label printers in Latin America and the U. S.. Interest from OEMs in our SmartDFE™ solution for industrial inkjet printing was very high and we expect orders from our OEM partners in the next 6-9 months as new digital presses begin shipping in volume."

Group companies demonstrated new products that they had pre-announced before Labelexpo and these generated a record level of interest on the booth. Among the new announcements were:

- HYBRID Software's **iC3D Suite** was updated to Version 8.0 with new features and additional enhancements including an optimised shrink sleeve template with several new features. The award-winning iC3D Suite was the first all-in-one design software specifically developed for packaging designers and converters.

- Global Graphics Software's **SmartDFE**™ received a major upgrade with the inclusion of SmartMedia™ technology that creates a library of predefined media definitions describing all the settings needed to get perfect colour and quality. SmartDFE is the fastest digital front end for label and packaging printing.

- Meteor Inkjet showed the **PCC2-E** print controller board, which offers higher performance than its predecessor but is fully backward-compatible with the entire range of Meteor's printhead driver cards.

- Xitron debuted the new **Navigator Flexo Suite: Label** for end-users designed as a powerful workflow for flexo label printers who have outgrown basic RIPs and need more automation. It embeds powerful trapping and step & repeat software from sister company HYBRID Software within the Navigator Workflow product.

Ends

About Hybrid Software Group
Through its operating subsidiaries, Hybrid Software Group PLC (Euronext: HYSG) is a leading developer of enterprise software for industrial print manufacturing. Customers include press manufacturers such as HP, Canon, Durst, Roland, Hymmen, and hundreds of packaging printers, trade shops, and converters worldwide.

Hybrid Software Group PLC is headquartered in Cambridge UK. Its subsidiary companies are colour technology developer ColorLogic; printing software developers Global Graphics Software; enterprise software developer HYBRID Software; the developers of photorealistic 3D packaging designs iC3D; the industrial printhead driver solutions specialists, Meteor Inkjet; and pre-press workflow developer Xitron.

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