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Patent Pending Technology Allows Dynamic Creation of Variable Size Ads

Memphis, TN – June 20, 2002 - Graphic Resource Center (<http://www.adbuilderpro.com>), a world leader and pioneer in Internet image delivery solutions for advertisers, manufacturers and retailers, announces dynamic ad and image resizing capabilities. These are major enhancements to its Internet browser-based AdBuilderPro PDF/X-1a compliant co-op advertising software.

Companies who sell through independent retailers have had long standing problems with cooperative ad creation for local markets. But, AdBuilderPro has solved this problem by guaranteeing that ads created on their Internet browser using AdBuilderPro will meet the manufacturer's acceptance guidelines.

"They said it couldn't be done—guess they forgot to tell our development team. They went to work and developed a Patent Pending technology allowing dynamic creation of variable size ads," said Ed Lupo, president of Graphic Resource Center. This feature is especially useful for creating one or two column newspaper ads, but is also used for ad creation in any media. "The challenge was to overcome the fact that all newspapers across the country vary in column width and gutter width between columns," says Lupo. These variances sometimes occur from section to section within the same paper.

These new capabilities allow control of ad and image size by the person building the ad, using a standard Web browser. Usually, this individual is a local retailer, not a graphic artist. AdBuilderPro's solution makes sure images are placed in such a way that the width is consistent, no matter what the original size. The key to this feature is a method of analyzing the selected file's width and applying a formula to render the image at a specified size.

Another important feature is AdBuilderPro's *Image Uploader*. This feature provides the ability to upload images, logos, PowerPoint slides and other files from a personal computer. With *Image Uploader*, files are submitted across the Internet directly to an application where it's immediately accessible. This feature allows the person building the ad additional, last minute flexibility to include the latest artwork or new corporate logo.

Graphic Resource Center, headquartered in Memphis, TN, has been providing line conversions, imaging, programming and asset management solutions to major advertisers in the United States and Europe since 1965. Heliogramme, ImageVault and AdBuilderPro are registered trademarks.

Information about Graphic Resource Center's complete range of products and services can be accessed on the World Wide Web at <http://www.adbuilderpro.com>.