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## **Graphic Resource Center Announces Stand-alone ImageVault™ DAM Server**

**Javits Center — New York, NY – April 6, 2003** - Graphic Resource Center, a pioneer and world leader in Internet image delivery solutions for advertisers, manufacturers and retailers, (<http://www.adbuilderpro.com>), announces ImageVaultServer™, a turn-key, stand-alone server version of its popular ASP-based ImageVault digital asset management system (DAM). ImageVaultServer will be prominently featured in the Dynamic Publishing Pavilion, Booth #3563, of AIIM-2003/ On Demand Expo, at the Jacob Javits Convention Center, from April 7 through April 9, 2003.

Introduced at the New York City Seybold Show in 1997—with partners, Apple, Kodak, Cumulus and Foresight—ImageVault was the first Internet-based DAM solution. During the first quarter of 2000, ImageVault was fully redesigned and optimized for efficient access via 56K modems.

Since that time, ImageVault has been widely acclaimed for its ease of use and cost effectiveness. Businesses like Toro, Thomas & Betts, Porter Cable, and their advertising agencies, are using ImageVault and other Graphic Resource Center products such as AdBuilderPro™ and MarketBuilderPro™ to create rules-based advertising materials and personalized B2B communications. These materials are instantly accessed via a standard Web-browser, customized, and instantly distributed anywhere in the world.

ImageVault's developer, Graphic Resource Center, a Certified Solutions Provider for both Microsoft and ColdFusion, supplies both versions—ASP-based ImageVault and stand-alone ImageVaultServer which utilizes PHP and MySQL to replicate the functionality of ColdFusion and SQL. As a stand-alone product, ImageVaultServer implements an open-system approach by using the Linux operating system on a Pentium 4 Dell Server.

By packaging the powerful ImageVault file manager into a stand-alone server, companies desiring an on-premise, asset management solution now have another option, in addition to the ImageVault ASP-hosted model. Orders for ImageVaultServer will be taken at the AIIM 2003 and ON DEMAND Digital Printing & Publishing Expo at introductory pricing of \$11,900. Shipments are expected to begin in early May of 2003.

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. AdBuilderPro, BrandBuilderPro, Heliogramme, ImageVault, ImageVaultServer, MarketBuilderPro and PrintBuilderPro 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>.