



News

For Immediate Release

Apago Introduces PDF Shrink 4.5 for Windows

Award-Winning Mac Tool to Reduce PDF File Size Comes to Windows

Alpharetta, GA—November 10, 2009—Apago Inc., a software technology company that provides innovative solutions to transform digital documents, today introduces PDF Shrink 4.5 for Windows, bringing the award-winning and popular Mac utility to Windows users. PDF Shrink is a must-have for consumers and small businesses that need to produce PDFs at a quality and file size appropriate for use with smartphones, on the Web, as email attachments, or for onscreen reading. PDF Shrink can reduce most PDF files—including those created by Microsoft Office, Adobe Creative Suite, and other common software—by as much as 90% of their original size. PDF Shrink 4.5 for Windows retails for \$35 is available for purchase today at Apago's store at www.apagostore.com.

"One of the major complaints with PDF is file size," states Dwight Kelly, president of Apago Inc. "PDF Shrink has been extremely well received on the Mac and we've had a demand for a Windows version for some time. We are pleased to respond to the need of many consumers and businesses by delivering an affordable, easy-to-use windows utility for reducing the size of PDF files."

Free PDF Shrink Online Tutorial

Apago will hold a free online tutorial, which will provide valuable tips and tricks for using PDF Shrink 4.5 for Windows. The webinar will be held on Friday, November 13, 2009 at 11 a.m. EDT. To register, send an email to sales@apago.com or visit www.apago.com.

How it Works

"PDFs are often created from documents and applications where PDF is an afterthought. We see a lot of PDFs created by enterprise systems with an inefficient structure, redundant or unneeded elements, and images that are much larger than necessary," explains Barry Bowden, product support manager at Apago. "Even software specifically designed for PDF creation can be a challenge to setup properly without a thorough understanding of all technical options. PDF Shrink is designed to allow everyday users to optimize PDFs created by any application without having to learn new technical jargon."

PDF Shrink provides four common settings and an easy-to-use "wizard" for creating customized settings. The software allows for multiple settings in order to prepare PDFs for different uses,

such as one for preparing documents to send to colleagues via email and a higher-quality setting to prepare files for storage in a content management system.

To shrink a PDF, simply drag and drop a single PDF file, or a group of PDFs, onto one of the settings. PDF Shrink analyzes the PDF(s) and identifies elements that can be optimized, often without changing the quality of the images. The software can remove embedded fonts and delete unused elements, including metadata, thumbnails, and duplicate data. Keeping up with the latest release is also easy with PDF Shrink's auto update feature.

Images frequently make up the largest portion of a PDF's size. PDF Shrink provides control over the size and quality of images to meet different requirements. Apago includes support for common compression methods, including the sophisticated JPEG2000. PDF Shrink can also protect PDFs with industry-standard encryption to prevent unauthorized access or to restrict users from changing, printing, or extracting content.

PDF Shrink 4.5 site licenses are available for \$875 and an enterprise license covering all locations sells for \$3,500. PDF Shrink is compatible with Windows XP, Vista, Windows 7, and Windows Server 2003 and 2008. Prospective users can download a fully functional, 10-day demo version from the Apago web site at www.apago.com. All Apago products can be purchased online at www.apagostore.com. For more information, visit the Apago Web site or call the company at 770-619-1884.

About Apago Inc.

Founded in 1991, Apago Inc. (<http://www.apago.com>) is an innovative software technology company changing how people use and profit from electronic documents. Consumers and businesses of all sizes use Apago's workflow tools to transform, optimize, and automate electronic documents for print-on-demand, publishing, rich media, and archiving. The company provides retail products, custom development, OEM solutions and consulting services to industry leaders, including Hallmark Cards, Crane & Co., Hewlett Packard, Bondi Digital, MOD-PAC Corp., OneVision, and Yell Adworks. Apago is based in Alpharetta, Georgia.

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