

QuarkAlliance Technology Partner BRANDCONTROL.NET to Exhibit BigCabinet 3.0 at Print '05 in Chicago

ELMHURST, IL – September 1 (SEND2PRESS NEWSWIRE) – BRANDCONTROL.NET, a Marketing Resource Management Systems developer and makers of patent pending software BigCabinet 3.0, today announced that it will be featuring BigCabinet 3.0 as a turnkey online interface for QuarkDDS in the Quark(tm) booth (#6955) at Print '05, held September 9-15, 2005, at McCormick Place, Chicago, Illinois. Stop by the Quark booth to see a demonstration of the future of desktop publishing on Sunday, Tuesday, Wednesday, or Thursday, September 11, 13, 14, or 15, 2005!



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TROL.NET was one of the first software development companies to leverage our QuarkDDS technology," says Don Lohse, QuarkDDS product manager. "They have created a powerful yet very simple-to-use interface that allows non-technical users to customize and produce print-ready QuarkXPress files." With BigCabinet 3.0, anyone can upload a QuarkXPress document, control what users can customize, and share it for publishing in minutes. "Designing an interface can be time-consuming and may not be a company's forte," says Lohse. "With BigCabinet 3.0, that part is done."

BRANDCONTROL.NET has spent several years perfecting its online interface for dynamic publishing; BigCabinet 3.0 is sold as a turnkey hosted application or

server-installed solution to small, medium, and enterprise businesses.

"I first started working with the Quark product team on variable data print technology when I was a Business Line Manager at IBM in Boulder, Colorado, in 1998. Quark sparked a revolution in desktop publishing with QuarkXPress, so when I had the idea for developing an online brand management tool in 2001, I knew working with native Quark documents would be fundamental to our success," says Chris Parker, president of BRANDCONTROL.NET.

By using QuarkDDS as a formatting engine, BigCabinet 3.0 is the only turnkey, extensible, open, and easy-to-use dynamic publishing tool on the market today. "There's a 'racecar' analogy I like to use that I think sums up what we have done. QuarkDDS is the high-performance race engine, and BigCabinet is the customizable framework, body, and controls that enable companies to get in the race with little or no effort. And bolting on your own spoiler or turbo charger to give you the competitive edge you need is easy," says Parker.

At Print '05, BRANDCONTROL.NET will demonstrate why BigCabinet 3.0 is the easiest way to generate print-ready documents online. Because no programming or special training is required, it eliminates the need for costly setup, training, and ongoing creative and layout services, and helps companies deliver branded dynamic publishing solutions in record time.

About BigCabinet 3.0



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t 3.0 helps printers, print distributors, and their customers easily and cost-effectively generate print-ready documents online, while streamlining

the overall production and ordering of marketing materials.

BigCabinet 3.0 is a turnkey browser-based solution that uses industry standard desktop publishing files and allows authorized users to repurpose the original documents without breaking brand or design rules. Everything from product information to editorial copy and images can be easily updated and customized through BigCabinet's easy-to-use Wizards. BRANDCONTROL.NET offers the application as an ASP, OEM, or server-installed solution that is customizable, extensible, and e-commerce ready.

About BRANDCONTROL.NET

The Elmhurst, Illinois-based organization founded by Chris J. Parker provides dynamic publishing solutions through its BigCabinet 3.0 application. The application is a culmination of Parkers design, print production, document delivery, and marketing automation expertise. As a previous agency owner, print production consultant, marketing communications manager, and IBM world-wide business line manager, Parker founded BRANDCONTROL.NET with developing new technology that meets customer needs as the primary goal. No other product has merged the needs of these disciplines into a turnkey browser-based application that is simple to use and completely customizable to meet your business needs.

For more information, visit the company's Web site at www.BRANDCONTROL.NET

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