



AGS News Release

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AGS iGen3 Open House a *Hot* Success

White Plains, MD, February 4, 2004—*AGS has something hot to share...* That was the verbiage which began the intriguing Open House invite, requesting our key customers and prospects to attend this special event. With our newest edition up and running, AGS wanted to show off exactly what the Xerox DocuColor iGen3 can do and how its variable information capabilities could ultimately change the way an organization handles its marketing efforts.

With the collaborative energy of Adam Rutkowski, Director of Digital Print and Xerox Partners Robert Moore, Bob McLeod, Joe Pettruci and Mickey Call, the event carried out in a more than booming fashion. The Open House took place on Wednesday, February 4th from 9:30am to 2:00pm.

Mickey Call, Xerox National Manager of Marketing Partnership, led the morning lecture with a presentation on 'Expanding Your Markets'. John Hamm, Xerox VP of Marketing Worldwide Graphic Arts, also stopped in to personally thank John Green, President and Rutkowski for their newfound partnership. Green and Rutkowski were presented with an award dedicated to AGS in its entirety symbolizing the event and the partnership.

After a 'hot' lunch, attendees were led down to the iGen3 for a live demonstration. This presented the opportunity for customers to see inside the digital press, get a feel for how smoothly it operates and what the heck it looks like! Personalized AGS calendar posters were output for all in attendance. The calendars displayed the customers name, title, organization, AGS sales and customer service rep.

Scroll down to view pictures of the event!

book, directory
& journal
manufacturing

internet, cd-rom &
e-commerce
development

color commercial
printing

database,
composition
& creative design

digital printing:
variable data
& print on
demand

storage, mailing
& fulfillment

digital asset
management





