

FOR IMMEDIATE RELEASE

## Webcom Unveils New Cover Enhancement Technology

**Toronto, February 22, 2007** – Webcom will unveil a new book cover enhancement technology that promises to rejuvenate the industry at the Book Business Expo in New York City on March 5<sup>th</sup>. Publishers will have an opportunity to see the product of think4D™ technology for the first time on books manufactured by Webcom.

The think4D™ process is designed to connect the sense of touch to the realism of a three-dimensional reproduction by adding a dimension that redefines the customer experience with a book. It breaks through the lifeless surface of digital reproduction to deliver an unforgettable four-dimensional visual impact and textural experience far superior to the embossing process. The end consumer will be enticed initially by the visual appeal of a book. Then, taking book in hand, the consumer will be drawn instantly into an interaction with a book, increasing the likelihood of a purchase.

“This worldwide launch of the think4D™ technology for book covers provides leading-edge publishers with the opportunity to stand out in busy retail environments” said Mike Collinge Webcom’s President. “The continuing advancement of technology has created this new product as a competitive option for progressive book publishers.”

Webcom was introduced to this unique invention by the Eastwood Harvey Corporation who holds worldwide patent rights on the think4D™ technology. Earlier this year, Eastwood Harvey launched think 4D™ at the Rochester Institute of Technology, a leading center of excellence in printing technology. Today, Webcom leads the industry with its application to book covers.

The Book Business Expo is an ideal venue for publisher to experience Webcom’s unique and different cover enhancements first-hand. Attendees will find Webcom at booth 705 at the New York Marquis on March 5 & 6<sup>th</sup>.

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For more information about Webcom, visit [www.webcomlink.com](http://www.webcomlink.com) or contact Beth Craig at 1-800-665-9322 ext. 458 or [beth.craig@webcomlink.com](mailto:beth.craig@webcomlink.com).

### **Webcom Inc.**

Webcom is a leading provider of integrated publishing solutions. Our customers increasingly require more than traditional printing of books, catalogs or directories. Building on proven competencies as a leading book manufacturer since 1975, Webcom makes that step beyond to employ integrated e-publishing technologies and printing over 50 million books annually. Webcom has sales offices in both Canada and the U.S., with its head office and 195,000 sq. ft. manufacturing facility located in Toronto.