Color Alliance invites to Viscom 2014 in Frankfurt

Web-to-Print Software CA Smartshop 3.0 Premium Edition offers complex Price Calculation for LED Illuminated Frames and similar Products

Backlit Aluminium Frames nominated for Viscom Best of 2014 Award

Vlotho/Germany, October 2014

Color Alliance (CA), a leading provider of web to print software for printing plants and LFP service providers invites to the international trade show for visual communication, technique and design, Viscom (Frankfurt, November 5th to 7th). The focus of attention belongs to *CA Smartshop 3.0 Premium Edition*, which enables the complex calculation of products in real time for the very first time.

After winning the prestigious "Viscom Best of 2013 Award" last year with *CA WatchAPP* in this year *CA Smartshop 3.0 Premium Edition* was nominated.

The trade show team of the specialist for digital large format printing welcomes visitors to their booth in hall 3.0, booth number B74.

CA Smartshop Premium Edition: Application Area and Design Considerations
The pricing calculation of light boxes (textile covered aluminium frames) is complex: many parameters like profile thickness, profile length, corner angle, stabilizers in relation size, LED connectors and cables affect the pricing. Static aspects are also important regarding large light boxes. In the past these complex calculations mostly took place offline. A typical case of: "Ask for your individual offer".

With CA Smartshop print service providers and also users can save a lot of time: calculation takes place in real time in the shop, the customer can directly start with the design in the browser based editor.

Primex, a supplier of products for optical and acoustic interior design significantly cut down the average time period from offer to generated order – including print data file and parts list for production – by using CA Smartshop Premium Edition.

CA Smartshop Premium Edition addresses providers of individual LED illuminated light boxes and tables, plexi light panels, illuminated outdoor tentering frames and similar products (reference shop: www.primex-shop.de).

Special Features and Additional Benefits: Advantages for the customer
- Clearly arranged shop
- Simple configuration of a rather complex product
- Fast procedure to order
- Order creation in real time

Advantages for the Print Service Provider using the software
- Live calculation of complex products, instead of the customer having to wait for an offer made by hand
- Concise time and image improvement compared to competitors
- 24h order generation and order acceptance
- complete parts list simplifies production

Software Details
All parameters of price calculation are accounted for in this module. The customer can check the pricing of the product chosen at any time during the order transaction.

For example generating parts lists while implying additional elements like corner connections, base plates and the calculation of LED modules (light modules, cut-in units, power cables, extension cables) depending on hight and width of the products.

The fully automatic calculation calculates the required quantity respectively running meter of elements like corner angle, sectional strips, stabilizers, cables, connectors, illuminants, etc. depending on hight and width of the products even considering statistically necessary elements for generating a parts list.

The Premium Edition´s sophisticated calculation possibilities simplify work for the customer and for production. Also a connection to a merchandise information system (MIS) is given.

The module is individually adapted to specific demands and is also suited for similar products like banner frames, connector systems, illuminated banner lift systems, illuminated frame systems, tentering frames/stretchers, LED lift systems and textile stretchers.

Exemplified order process
While the customer designs an illuminated frame layout he is always shown the actual price which is put together from various single items. A change of size in the document immediately produces a price adjustment in real time, no matter how complex the calculation of illuminants, amplifiers or extension cables may be. Once an order is placed the software calculates not only the print data file in pdf format but also a complete parts list of all parts required. This makes it very easy for the customer to place his order despite complex products, also production is ideally prepared.

About Color Alliance
Color Alliance (CA) in Vlotho/Germany, develops and markets web to print software for printing plants of every size. The company is specialized on digital large format printing. Referring to their motto: "committed to people" CA aims to simplify production processes as well as ensure productivity and process reliability for print service providers, dealers, print buyers and end users.

Photo Caption
Nominated for "Viscom Best of 2014 Award" – CA Smartshop 3.0 Premium Edition for LED illuminated frames – The Color Alliance trade show team, here shown with the "Viscom Best of 2013 Award", also in this year welcomes visitors to their booth (hall 3.0, booth number B74).

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