

Clarity Software
Press Release
Tuesday 23 November, 2010

The image shows a promotional banner for Clarity Professional software. On the left, the logo features the word 'clarity' in a blue, lowercase, sans-serif font with a red dot above the 'i', and 'PROFESSIONAL' in a smaller, red, uppercase, sans-serif font below it. Underneath the logo is the tagline 'Software to streamline your business' in a small, grey, sans-serif font. To the right of the logo is a photograph of a woman with brown hair and bangs, smiling broadly. She has her hands raised to her eyes, as if shielding them from the sun or looking through a telescope. The background of the photo is a light, bright blue. Overlaid on the bottom left of the image is the text 'New Version 4.0 out now' in a bold, sans-serif font, with 'Version 4.0' in red and 'New' and 'out now' in blue. Below that is the text 'Download your Free Trial today' in a bold, sans-serif font, with 'Free Trial' in green and 'Download your' and 'today' in blue.

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EAGERLY AWAITED v4.0 OF CLARITY PROFESSIONAL READY TO SHIP

SOLIHULL MIS SYSTEM PROVIDER CLARITY SOFTWARE LAUNCHES THE NEW v4.0 OF CLARITY PROFESSIONAL THIS WEEK.

CONTAINING A FRESH ICON, A WEALTH OF NEW FUNCTIONALITY AND HUNDREDS OF ARCHITECTURAL DEVELOPMENTS, VERSION 4.0 IS CLARITY'S BIGGEST UPGRADE RELEASE SINCE v3.0 WAS DEPLOYED IN 2005.

Richard Gamlin, Clarity Software's Managing Director, was delighted with the response to v4.0's new features received from customers who saw it unveiled at the Clarity User Group Meeting in October. "Version 4.0 is a significant release for Clarity, providing some fantastic new day-to-day features to help customers increase their efficiency", Gamlin said.

"Value-add enhancements such as Microsoft Outlook integration, spellcheck and increased JDF compatibility sit alongside our superb new browser-based Shop Floor Data Collection (SFDC) module. This has been successfully Beta tested at selected customer sites, returning excellent time and cost-saving benefits for them. SFDC runs on Chrome, Firefox, Safari and Internet Explorer and paves the way for Macs and PCs to work together within the workplace."

Some of the most important modifications, however, can be found under the bonnet of v4.0. Clarity Software's Road Map for the next couple of years is an exciting and

challenging one, so the architecture has been restructured to allow for the significant expansions it has planned.

David Steward, Clarity Product Designer and Developer, disclosed: "The real jewels of v4.0 are not that obvious and are largely invisible to our users. We needed to lay the foundations and install a toolkit for the new features we shall be launching in 2011, when Clarity will augment radical new directions in its product growth."

But Steward was equally quick to highlight the additional functionality available right now: "You will be far from disappointed this week, as we have incorporated some superb wish list items and advancements, including improved multi-user price list control, printable calendars and data grids, a more user-friendly Calc-Wizard setup and Sage 2011 integration. These will help our users streamline their daily processes immediately."

Clarity Professional v4.0 and Clarity Lite Edition v4.0 will be rolled out to its users from Wednesday 24th November. For those wishing to experience the product, free trials of Clarity Professional v4.0 can be found at www.claritypro.com/trial. Clarity Free Edition, currently at v1.4, is penned for a v2.0 upgrade next year.

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Notes for Press:

Written in 2001, the Clarity Professional software system provides a high quality and easy to use MIS software primarily to help SMEs in the print, graphic and sign making industries manage and grow their businesses efficiently. Keeping all information in one place, Clarity centralises all internal, customer-facing and supply chain functions making company information available to all users with speed and accuracy.

Clarity gives cost effective flexibility as additional modules can be added easily and quickly, assisting smooth and cost controlled business growth. Cost, simplicity and flexibility are the reasons why Clarity has become one of the UK's leading MIS systems for SMEs. There are over 2,000 users in the UK and the rest of the world benefiting every day from implementing Clarity and there are three versions available: Professional, Lite Edition and Free Edition.

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Clarity Software product information

Web site: <http://www.claritypro.com>

Twitter: <http://www.twitter.com/claritypro>

Facebook: <http://www.facebook.com/pages/Clarity-Professional/123259781061448>

White Papers:

Contact us for free PDF copies of our White Papers 'What is JDF?' and 'An Introduction to MIS Software'

Clarity Software is a trading name of Touch Systems Ltd, which has been ISO9001 certified since 1999 and was established in 1989 to provide MIS and quality assured systems to businesses from its UK headquarters in Solihull, West Midlands.

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