



FOR IMMEDIATE RELEASE

E-Spec exhibiting at Adobe Max 2011 as an Emerging Technology Sponsor

E-Spec was recently renewed as an Adobe Silver Solutions Partner

Dallas, TX , September 12, 2011 - E-Spec President, Dan Hudson, announced today that E-Spec has been selected by Adobe to exhibit as an Emerging Technology Sponsor at Adobe Max 2011 in early October.

“We will be showing our Image Integration suite of products based on Adobe XMP technology. We have our Adobe image integration solutions implemented with over ten different business systems; PDM/PLM, ERP, DAM as well as in-house database systems. Currently these customers are all in the Apparel/Retail space, we see Adobe Max as our opportunity to showcase our solutions to the broader Adobe user base. With CS5, Adobe has provided the technology for our solutions to be configurable; for any given solution, there is minimal if any customization required now. We believe there are many new opportunities to apply our solutions now that we have years of production experience in Apparel/Retail, ” says Mr. Hudson.

E-Spec works with a variety of PLM, ERP, DAM, and other enterprise business systems. By automating data transfer, data is entered into the originating application and is available in “downstream” applications without rekeying the data multiple times. E-Spec will be announcing new products and new releases of existing products this month.

About E-Spec, Inc. Dallas-based E-Spec, Inc. specializes in solutions for integrating the Adobe Creative Suite® with existing business systems and processes. E-Spec is a Silver Adobe® Solutions Partner and a certified Adobe® Reseller. www.e-spec.net

Adobe MAX 2011 is the annual global Adobe conference for forward-thinking designers, developers, and business leaders. Attend MAX to gain a competitive edge through intensive skills development and unique networking opportunities. Discover the tools and get the training needed to create engaging digital experiences across multiple screens. Max will be held at the Los Angeles Convention Center in Los Angeles California on October 1-5, 2011. max.adobe.com

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