



Avanquest Software announces a consumer Cloud application: [PrintPratic](#), developed with Microsoft support and solutions

Comprehensive online graphic design solution developed by Micro Application, supported by Microsoft Silverlight technology and the Windows Azure platform

Paris, February 1, 2011 – Avanquest Software, a world leading developer and publisher of consumer software and business solutions, has announced the upcoming launch of [PrintPratic](#), a graphic design solution in the SaaS (Software as a Service) mode, developed by Micro Application with support from Microsoft cloud solutions.

Fully accessible online, [PrintPratic](#) lets users create and print greeting cards, business cards, announcements, labels, T-shirts, magnets and more free of charge. The designs are based on many different predefined and customizable templates, and can be printed at home, thereby avoiding shipping and handling charges.

Micro Application has been interested since the 1990's in the graphic design market and its printing media, and has developed a huge base of a million customers through its social-expression (the name given to this category) software and paper media also. Micro Application today has a market share of nearly 70% in France in this category. Backed by its leading position, [PrintPratic](#) will offer a multitude of new online applications, enabling it to acquire new customers who will be offered other services by the Avanquest Group, like home delivery of their work printed by professionals.

After studying the various available Cloud solutions, the developers of Micro Application settled on a combination of Silverlight technology and the Cloud platform from Microsoft: Windows Azure. They were the best-suited for creating an application rich of many and evolutionary features, providing an exceptional user experience. Windows Azure also allows rollout of a complete solution without having to set up a complex hardware infrastructure, which helps keeping costs down, since they are aligned with the use of the service by the public.



"For years now we have been convinced that the Cloud and the dematerialization of software services are a natural evolution of our markets. Micro Application, with whom we've just announced that we will join forces, shares this vision, and we are delighted to offer PrintPratic together. It is a true multimedia design platform that fits in with the Group's desire to develop Web to Print applications," according to **Bruno Vanryb, President and co-founder of Avanquest Software**. *"We quickly realized the extraordinary capacity of Silverlight and the consistency of this*

environment with Windows Azure, and the Microsoft solution was a natural choice, to enable us to concentrate on the real added value of our teams: creating tomorrow's applications."



"We are thrilled that Avanquest Software and Micro Application – with whom we've worked for many years – chose Microsoft's Cloud technologies to bring innovative, easy-to-use and especially high-performance solutions to the public. They benefit from the knowhow acquired by Microsoft over the last 15 years in large-scale Cloud services as well as from the expertise of our developers, made available to publishers to create their own applications," notes **Julien Lesaichere, Windows Azure Platform Manager for Microsoft France**. *"Our collaboration with Micro Application and Avanquest also enables us to learn and optimize our solutions."*

Microsoft's support and technologies enabled rapid rollout of the [PrintPratic](#) application by leveraging the Microsoft hardware infrastructure (servers, bandwidth, maintenance, etc.). Thanks to this project, the Avanquest Software Group now has a complete framework, intended to be used for the creation of many other Cloud applications that will **generate recurring revenue on the SaaS model**.

After the launch of [SendPhotos.com](#), the first company cloud application and a complete ecosystem based on photos and printing of associated products (photo books, calendars, etc.), Avanquest is thus pursuing its development of one of the most buoyant segments of today's market, Web-to-Print. It puts the convergence between mobile technologies and the Internet in a situation of **fast profitability through the sale of complementary products or services**, taking into account the evolution of consumers, turning to the Internet and online services to meet their needs.

A Microsoft Gold Partner since 2000, Avanquest is among the 50 partners selected worldwide for the launch of Windows 7 after having been associated with the launches of Windows CE, Pocket PC, XP, Vista and Windows Phone 7. Through its [SoftCity](#) social commerce community for software aficionados, Avanquest is also a partner in the [BizSpark](#)™ program created by Microsoft for developers.

Contacts



Internet Sites

Codes

Analysts – Investors

Thierry BONNEFOI

+33 (0)1 41 27 19 74

tbonnefoi@avanquest.com

<http://www.avanquest.com>

Ticker: AVQ

ISIN: FR0004026714

Communication

Christine SAUVAGET

+33 (0)1 41 27 19 82

csauvaget@avanquest.com

<http://groupe.avanquest.com>

Reuters: AVQ.PA

Presse Relation

Nicolas SWIATEK

+33 (0)1 56 76 58 36

nswiatek@avanquest.com

Bloomberg: AVQ:FP

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