

PRESS RELEASE

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Lübecker Nachrichten optimizes ad workflow using printnet and Asura Pro

Fully automatic preflight checking process for ads, based on JDF

The German Lübecker Nachrichten has optimized its ad workflow even further. A fully automatic JDF workflow was put into operation to check and proofread imported ad data. The core of this new JDF solution is an interface used to integrate OneVision's Asura Pro program in MAN Roland's and ppi Media's printnet ad production system, AdMan. This enables the newspaper producer in Lübeck to employ a fully automatic process for checking production data for ad jobs.

Regensburg, Germany (October 2, 2006) – Using the new JDF interface between Asura Pro from OneVision and AdMan from MAN Roland/ppi Media, all of whom are partners in the Networked Graphics Production Organization (NGP), the Lübecker publisher has established a checking process that ensures the quality of its highly automated printnet ad production. Before the newspaper is actually produced, ads go through a fully automatic process that checks and proofreads them for structural defects. The new checking and proofreading method is applied to all imported production data and can process all of the current data formats used by PDF, PostScript and EPS.

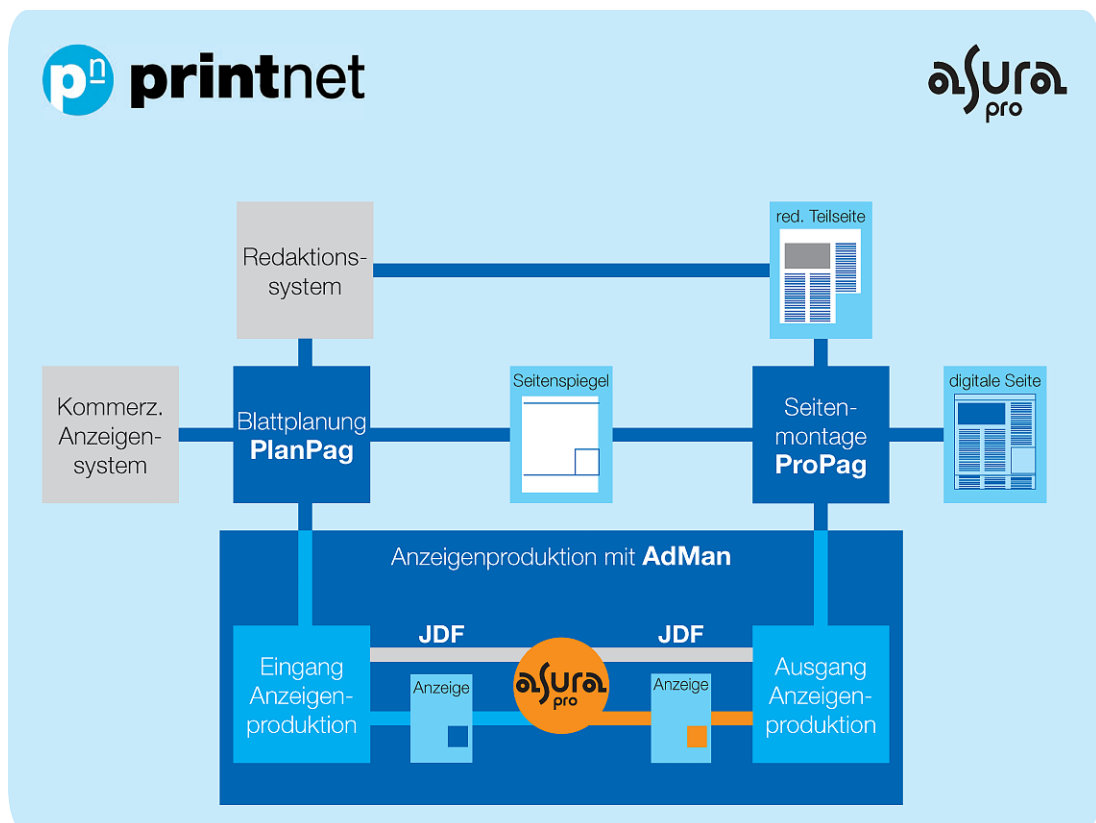
Automatic normalization, incl. whitespace removal

The following workflow is typical at the Lübecker Nachrichten: all ad jobs are entered in the VI&VA commercial ad system (Lufthansa Systems AS) and then produced using AdMan. An online user interface ensures that all VI&VA job information is directly available to the printnet ad production system. Using automatically generated job bags, AdMan organizes, administers and checks the entire ad production. Setting copy as well as specific job information concerning ad size and colors for each ad is stored here. Until now, technical defects in the imported digital setting copy was discovered at a relatively late stage in the production process; the new Asura Pro checking and proofreading method now offers the possibility of identifying and repairing technical and structural file errors before production begins. First, Adman generates a normalization job for each imported setting copy and uses a JDF ticket to transfer it to Asura Pro. Taking the publisher's customized settings into account, Asura Pro checks the data for consistency and, if necessary, corrects it. This includes:

- checking resolution; if necessary, reducing resolution,
- checking hairlines that would not be visible in print,
- generating a standardized production file (certain PDF version or certain EPS level),
- trimming the ad (removal of whitespace or in accordance with trim marks),
- checking for invalid fonts,
- removing unused colors from the page folio,
- converting color space,
- renaming colors to meet publisher's rules (e.g. HKS 13 -> HKS13),
- checking and, if necessary, correcting composition rules for spot colors to meet publisher's rules.

Correcting production data automatically

All normalized production files are automatically returned by Asura Pro to printnet AdMan, where they are checked and proofread a second time. In particular, the criteria "color" and "size" as well as "inadmissible fonts" are analyzed to ensure that the file at hand complies with the terms of the job. If there are any deviations, Asura Pro once again receives an order via JDF to adjust the production file accordingly. This allows ads to be scaled automatically to meet requirements, as well as optimally aligned, should the depth/width ratio deviate. The Lübecker Nachrichten also achieves a similarly high degree of automation for treating color. Whether gray levels, CMYK or spot colors: in a fully automated process, printnet and Asura Pro find and correct deviations in color between the terms of the job and the production file. Using this checking and proofreading method, ppi Media and OneVision guarantee correct and efficient ad production. All of the released ad data is then transferred by AdMan directly to the automatic page assembly in ProPag.



Editor's Notes

About OneVision

OneVision Software AG develops and implements innovative software solutions and concepts aimed at optimizing workflows in print and media production – assisting its clients in improving speed and quality of their workflows, saving time and expense. Corporate headquarters is located in Regensburg, Germany. OneVision Software AG, also has subsidiaries in Jersey City (New Jersey, USA), in Milton Keynes (United Kingdom), in Levallois-Perret (France) and in São Paulo (Brazil). OneVision's customers include leading newspaper & magazine publishers, commercial printers, prepress companies, advertising agencies, and industrial enterprises. Founded in 1994, OneVision today is one of the world's leading suppliers of software technologies for print and media production. OneVision's quality management system is certified based on ISO 9001:2000 standards.

About Asura Pro

With Asura Pro, OneVision offers a complete, high-precision software package for the automated optimization of documents for large volume and high-quality print and media production. In the light of a growing demand for networked production lines, OneVision has developed its unique, innovative JDFnet technology and will apply it in Asura Pro. Due to its dynamic job processing, Asura Pro makes a considerable contribution to networked print and media production.

About printnet

With printnet, MAN Roland and its software subsidiary ppi Media offer a highly efficient workflow management system for printers and publishers. As a flexible, modular system, it networks all print sites and production areas in the sales, prepress, press and postpress departments. Production systems from third-party suppliers can be integrated in the fully automated printnet workflow via open interfaces.

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