

## PRESS RELEASE

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### **OneVision to Showcase Innovative Software Solutions for the Print and Media Industries at IFRA Expo 2009**

*At booth #A 730 in Hall A, OneVision will display both its established products for file normalization and correction and its powerful software solutions for Image Enhancement, File Logistics and Cross Media.*

**Regensburg, Germany – 10. September 2009** – OneVision, a global provider of prepress and premedia software solutions to the printing and publishing industries, will be presenting a broad range of software products at IFRA Expo 2009 in Vienna designed to help publishers increase their level of automation and explore new business opportunities on the web.

During the show which is taking place from October 12 – 15 at the MessezentrumWienNeu, OneVision will not only show its established products Asura, Asura Pro and Solvero for file normalization and correction but will also present the latest versions of its software solutions for automated image enhancement, protection of online advertisements from Malware attacks, re-purposing of print files for online use and much more. OneVision will have product experts on hand to provide information and give live demonstrations to IFRA Expo guests at booth #A 730 in Hall A.

Among the highlights at IFRA Expo will be the latest version of Amendo, OneVision's solution for automated image enhancement. This software significantly decreases image processing time by automatically adjusting elements such as colour, shadows and highlights, brightness and contrast, so printers and publishers can reduce time-to-press by decreasing the need to manually correct images. In addition to improved skin tone adjustment, the latest version of Amendo has been refined to support various file formats.

Also on display at IFRA Expo will be Contenio which automatically pre-flights online advertisements. This automated control of the web advertisements and animations not only saves you valuable working time; it also helps to protect the visitors of your web content from nasty surprises through Malware attacks.

Additionally, the latest versions of Mirado and Voyager will be shown in Vienna: with Mirado, publishers are being offered completely new opportunities on the World Wide Web as publications originally created for print can now be quickly and easily repurposed for the web. The integration of additional information, advertisements or animations allows the creation of a truly unique type of interactive publication.

Voyager gives advertising customers the ability to easily upload and submit their files 24/7 to publishers. An integrated approval process minimizes the risk of subsequent customer complaints.

“Our declared objective for this year’s IFRA Expo is to offer our customers new possibilities increasing their production efficiency, thus strengthening their competitiveness in these tough economic times”, remarks Bernd Luts, Sales Director Central and Northern Europe at OneVision. „In addition, we will present software solutions which help newspaper and magazine publishers exploit the numerous business opportunities the internet has to offer. IFRA Expo is this year’s exhibition highlight for us and we are looking forward to present our latest software solutions to our customers.”

OneVision’s software is used by many of the world’s leading commercial and digital printers as well as publishing organizations in more than 60 countries.

For more information, contact OneVision at +49 (0) 941 78004 0 or visit [www.OneVision.com](http://www.OneVision.com).

### **About OneVision**

OneVision’s state-of-the-art premedia software is used every day by the world’s largest newspapers and magazines, leading publishers, commercial and digital printers as well as companies in the emerging area of on-demand publishing. By streamlining workflows and automating production processes, OneVision’s flagship solutions allow organizations to save time, reduce costs and

ensure the highest level of quality for printed materials. Headquartered in Germany and with locations in the U.S., United Kingdom, France and Brazil, OneVision continues to bring new solutions to companies worldwide. For more information, contact OneVision at +49 (0) 941 78004 0 or visit [www.OneVision.com](http://www.OneVision.com).

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