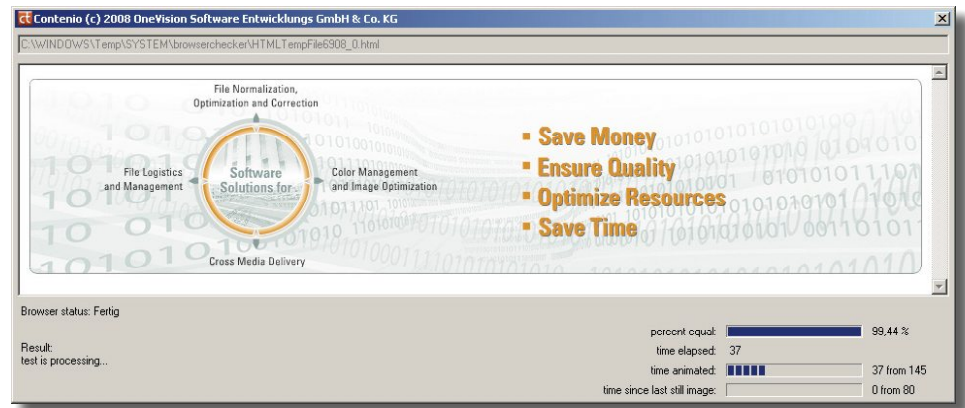


## AUTOMATED PREFLIGHTING OF ONLINE ADVERTISING

IMAGINE: NO MORE TIME SPENT SITTING IN FRONT OF YOUR MONITOR CHECKING EVERY SINGLE AD!



## contenio

Contenio is OneVision's software solution for the automatic preflighting of online advertising.

This automated solution analyzes specific file formats according to precise criteria and defined settings. Contenio then generates a preflight report that informs users if the file meets requirements. If not, Contenio provides a reason for the rejection.

Contenio is installed with a browser-based user interface that makes it possible to monitor and control processes in the premedia workflow. The software also enables constant interaction between multiple operators in the production environment.

Benefits from the Contenio preflighting solution include:

- Automation of your workflow for online ads
- Significant reduction of manual processes
- Centralized, homogeneous reporting of preflight results
- Feedback to customers with exact error reports
- Increase in ad volume requires no additional staff

## ONLINE AD PREFLIGHTING

The business model of online advertising is evolving rapidly. In today's Internet-enabled world, online ads are a growing source of revenue. In the beginning, the ads were typically jpeg files, but then came animated GIFs and SWF files with small videos.

It then became possible to analyze the pages viewed by consumers and the duration of each page viewed. With this development came the ability to sell advertising space at different times of the day to multiple advertisers. Runtime of these "spots" could also be adapted to the average retention period of each consumer. Clicked ad links or viewed videos could be tracked. These figures could then be used to convince advertisers that their ads actually reached consumers.

With these advancements, revenue can increase. But so can the costs and time required to prepare ads. Today, there is simply no time to manually and visually check each ad on a computer monitor to ensure that it meets specifications – especially with an increased volume of ads and the addition of animated files.

The solution is OneVision's Contenio. Instead of adding more employees to monitor the specifics of online ads, the entire process can now be automated. With Contenio, online ads can be preflighted according to defined specifications. Contenio delivers reports that outline the conformity of ads. When ads do not meet specifications, these reports identify the problem and clearly show the modifications that must be made.

Just think: Long phone calls with customers can be reduced, and file information can now be sent directly to the customer by email. Rather than using a myriad of tools and relying on experienced advertising production staff to preflight online ads, other staff can easily process and check incoming ads. What's more, staff need only check the reports and coordinate with the customer regarding the specifications that require modification. And, the more your clients work with Contenio's reports, the better they will become at creating ads that meet your requirements!

[www.OneVision.com](http://www.OneVision.com)

**On Paper. Online. On Time.**

Precision Software Solutions for Premedia

