

Speedflow

 infowerk ag

Optimal data quality for individual solutions

Infowerk AG from Nürnberg is able to go from the initial design concepts right through to the final customised product which can range from small digital print orders to complete company communication concepts.

It all began in 1977 with the traditional prepress company called HeszSatzRepro, which was located in Nürnberg. In 1994 the company changed its name into Infowerk Nürnberg. It now employs more than 170 employees and is continuing to develop as a complete service provider for customised individual communication solutions. By networking the specialised divisions, Creative Service, Media Consulting, System Development, Media Production and the Digital Printing Centre, Infowerk are able to offer a broad portfolio to its customers helping them to achieve their communication goals. These range from classic advertising, displays for merchandising, project or data management and digital printing from their in-house printing department. "In digital printing we produce small editions, web to print solutions like prospects or business cards for example but also manuals for customers like Audi, BMW, Lamborghini and VW", explains Thomas Fuchs, Head of Digital Service.

During the introduction of digital printing in 1997 Infowerk was introduced to OneVision Software AG. Today Infowerk uses not only Asura and Solvero from OneVision but products of the Speedflow range as well. "While we were looking around for an intelligent workflow system we got to know OneVision. After a comprehensive test stage we then integrated OneVision Software into our workflow. We update our programs regularly so we are always state-of-the-art", declares the Head of Digital Service. The digital printing area is marked by a short process period, which starts from the data acceptance, printing and finishing and ends with delivery so any interruptions such as problems need to be eliminated. "We have to trust the data's quality which is why we have kept expanding our data checking system with OneVision Software solutions. Once the data has been checked and optimised accordingly, there will be no more problems further on in the workflow."

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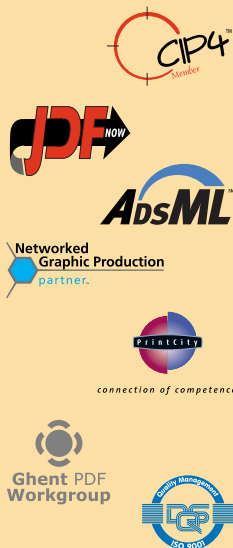
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In the 'web to print' area the OneVision software Speedflow Edit and Speedflow Check are doing an excellent job. The incoming PDF files are from a diverse range of applications and these are being automatically verified, optimised and then released as a clean PDF file by Speedflow Check. It will also up-sample low resolution images to the correct resolution for printing as well as font substitution and the entire colour management. "With this system we have a multitude of settings, the data format can be adjusted perfectly for the RIP of the HP Indigo machines", says Thomas Fuchs. "This then gives us quicker RIPping times and process charging in the machines." So time is saved especially with the single production in job preparation and finishing, for example the printing process on the HP indigo machine now takes less time than the job preparation.

Speedflow Edit is used for any required manual corrections. "When we produce personalised printing matters, we use Speedflow Edit to individualise content such as font substitution and change of data", explains Thomas Fuchs. In this way the employees are not only fast and flexible with manual corrections but this in turn speeds up any data processing further on in the workflow as well. "So we can work through an immense amount of data." The interaction between Speedflow Check and Speedflow Edit works properly. The results are obvious: "No aborts in the RIP! Through OneVision we have a reliable workflow, that feeds the hungry digital printing with assured dates!"

Interested? To learn more about OneVision products please simply click on www.OneVision.com.

If you would like to know more about our customer InfowerkAG visit www.infowerk.de.



Simplify Print and Media

OneVision is a multi-national software company providing innovative, cost-effective software solutions designed to secure and optimize complex workflows in print and media production. OneVision software saves time and expense assisting its clients in improving the speed, security, and simplicity of their workflows.

OneVision's customers include leading newspaper & magazine publishers, commercial printers, prepress companies, advertising agencies, and industrial enterprises. With more than 10 years of extensive experience in developing software for the graphic arts, OneVision today is one of the world's leading suppliers of software technologies for digital printing and publishing applications. As a market leader OneVision advances their customers' interests in associations such as CIP4, PrintCity, NGP, Ghent PDF Workgroup, Ifra or NAA as well as in ISO committees.

OneVision's quality management system is certified based on ISO 9001:2000 standards.

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We look forward to supporting you in optimizing your workflow.

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