



Scottish  
Provincial  
Press Ltd



## Scottish Provincial Press Improves Prepress Operations with OneVision Software

Founded in 1983, the Scottish Provincial Press Ltd. publishes 15 regional weekly newspapers for north and northeast Scotland. These award-winning titles include *The Inverness Courier*, *The Northern Scot*, *The Ross-shire Journal* and many others.

Scottish Provincial Press Ltd. has always been on the leading edge of technology. In 1998, it was one of the first companies in the world to install a 70,000 copy-per-hour Goss Universal shaftless press to print newspapers. Over the years, the company continued to upgrade the press to increase colour pagination. The company added a four-high, full-colour tower to the press in 2004 with a further colour tower in 2008, effectively quadrupling colour capacity.

In 2004, Scottish Provincial Press Ltd. made another key move and installed Asura, OneVision's flagship solution that streamlines and automates the preflighting, optimization and normalization processes in print production.

Neil MacLennan is the prepress systems manager at the 40-person operation and was involved in the decision to purchase the Asura solution. "We needed to tie-in all the functional areas that people were doing and place them under one roof," recalls MacLennan in a recent interview. "Acquiring Asura was almost like acquiring a Swiss Army knife for prepress. There were many types of routine manual jobs and repetitive tasks that previously had to be done by staff that could now be automated very simply. Introducing Asura was like a breath of fresh air."

Asura helps make certain that advertising files will print as required and verifies the finished pages of each newspaper before going to press. Says MacLennan, "When we receive an advert, it will sometimes have been prepared for use in a magazine. Using OneVision's software, we are able open the file and quickly optimize it for use in the newspaper."

## Success Story



With prepress processes running smoothly, the Scottish Provincial Press Ltd. decided to enhance the capabilities of Asura by installing the specialised add-on tool from OneVision called PlugINKSAVEin. PlugINKSAVEin uses sophisticated four-dimensional (4D) colour management techniques to reduce the amount of costly CMY ink needed in the printing process. The software works by maximizing the amount of less expensive black ink, and does so without affecting print quality.

PlugINKSAVEin integrates seamlessly with Asura and Asura Pro, and is capable of colour optimizing PDF, PostScript, TIFF, JPEG and EPS files. The solution also preserves spot colours and multi-colours, as well as rich black.

In addition, many users of PlugINKSAVEin have noted that in some cases the software can produce a “crisper” or “cleaner” image on the printed page that can actually improve the quality of printed materials. Says MacLennan, “With PlugINKSAVEin, the print is brighter and cleaner, and we can print better pictures for our advertisers. This makes the advertisers very happy to do business with us.”

Recently, Scottish Provincial Press Ltd. integrated OneVision’s Asura Enterprise, which is software that eases communication between advertisers and the publisher. The software is an advanced front-end system for 24/7 job submission, quality control, job tracking, and job content approval. The software enables advertisers to log-in via the Internet or intranet and upload ad files at their convenience. Files are controlled and corrected by Asura, even when it is the middle of the night. The advertiser receives immediate feedback on file status. When faulty files are uploaded, Asura generates a PDF Error Report that depicts faulty elements on different layers, which eases problem resolution. So ad files can be submitted quickly and cost effectively, with the potential of immediate confirmation to the advertiser as to whether the file is suitable.

“The amount of time that OneVision’s products save is unquantifiable when they are implemented correctly,” concludes MacLennan. “OneVision software takes a new, modern approach to prepress operations.”

Interested in learning more? Visit [www.OneVision.com](http://www.OneVision.com).

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