



Asura

OneVision Asura at The Times of India

The Times Group, established over 160 years ago, is India's leading conglomerate with 7 dailies and periodicals in 3 languages and 19 editions from 11 centres and a total readership of over 18 million. The Times of India is the largest quality English daily worldwide and The Economic Times among the top 3 English business dailies worldwide.

The Times Group publications are printed using state-of-the-art technology at the country's most modern printing presses, offerings not only comparable to black and white but superior quality colour printing as well. Company's Publishing, Advertising and Print centres – spread all across the country, e. g. Mumbai, Delhi and Bangalore, are supported by a very high bandwidth WAN backbone infrastructure. Each centre has its own leading-edge-technology LANs.

Pre-Asura Scenario

Company's major print centres, Mumbai and Delhi the printing press are situated at a different location from the editorial office. The pages created by editorial were passed through Helios OPI and then distilled using Acrobat Distiller. The PDF was transmitted to the remote print sites using in-house developed Telecommunication software. The following problems were frequently faced,

- Wrong colour usage such as RGB, LAB, and PANTONE etc. in the pages whereas the Company prints only CMYK.
- Missing fonts were printed as Courier on the RIPs at the print sites.
- Unexpected result on the RIPs due to poor EPS image quality or some other page element used in the page
- Low resolution images being outputted on the at the press end.
- Wrong page size being outputted

The above problems resulted in lot of last minute confusion between the pre-press and remote print sites. This was directly reflected in delays in printing time and wastage of films and plates.

Post Asura Scenario

The Company first implemented Asura at Mumbai on a trial basis wherein Asura was used for following pre-flighting checks,

- Individual graphics, pictures and digital advertisements
- Fully integrated newspaper pages.

The above-mentioned problems were greatly reduced resulting in saving of time and correct RIPing at the remote print sites. The powerful pre-flighting capability of Asura gave the Company a lot of confidence in accepting advertisements in digital format from their clients. During the course of implementation, Company highlighted problems faced in earlier versions of Asura, for which OneVision gave work-arounds and subsequently incorporated solutions in the later releases of Asura.

After the above successful trial at Mumbai, the Company went ahead with implementation of two additional copies of Asura at Mumbai, 2 copies at Delhi and 1 copy in Bangalore. It also introduced soft proofing of the PDF pages generated from Asura, at the pre-press, before transmitting to the remote print sites. On an average at Mumbai and Delhi, Asura pre-flights around 300 broadsheet pages every night, in addition to pre-flighting the individual elements placed on those pages. The Company has been satisfied so far with the seamless integration of Asura into its existing multi-platform production workflow that has considerably reduced the delays and last minute hassles.

Interested? Then click www.OneVision.com for further information.

