

PRESS RELEASE

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JDF ad production workflow with printnet and Asura Pro

While there is much discussion about the sense and nonsense of JDF, MAN Roland's subsidiary ppi Media and OneVision Software AG are about to finalise their first JDF-based installations of the printnet ad production system AdMan and Asura Pro.

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Automated newspaper production with printnet

With printnet, MAN Roland and its subsidiary, ppi Media, offer an integrated production management system for all newspaper and semi commercial productions. As an open and modular workflow solution, printnet networks all systems and production processes in publishing and printing companies, creating an end-to-end workflow from ad order to printing. All work steps in sales, prepress, press and postpress are automatically controlled by printnet and can be monitored step by step in real time. The target is the improved utilization of the applied systems, coupled with maximum production security along the entire newspaper production. AdMan, the printnet ad production system, is used to incorporate the ad production into the printnet newspaper workflow. Modern, open interfaces enable the user to switch directly from the ad booking system to the production system and vice versa. This can be done from any workplace. This allows flexible, efficient and secure production of semi-display and lineage ads by integrating standard design editors such as VI&VA Editor, PageOne etc. and display ads through DTP integration with QuarkXPress and InDesign.

Asura Pro ensures automated correction of the customer's file quality

Especially in the prepress area, printnet has integrated successfully a production step which other MIS vendors today hesitate to touch: the automated verification and control of the customer's file quality and its automated correction and optimization. Being aware about the costs and wasted time created by incorrect customer files, printnet integrated the solution with the highest reputation in the newspaper business in terms of ensuring production security with automated file control, correction and optimization - OneVision's Asura Pro.

Taking the feedback of prepress managers from major newspapers on all five continents, OneVision's cutting-edge software package for high-volume production is most likely today the leading automated software solution for hotfolder-based control, correction and optimization of files in PDF, PostScript or EPS format offering advanced control over automated document optimization. Asura Pro automatically examines file contents, corrects errors on the fly, and provides a detailed log report for each document. Aware of growing customer demand for seamless integrated workflows, OneVision designed Asura Pro to deploy its JDFnet technology and capitalize on state-of-the-art job ticket standards such as the Job Definition Format (JDF) or XML - depending on the customer's preference.

How do customers benefit from the co-operation of the two solutions?

As soon as an ad has been entered in the booking system, AdMan automatically creates a digital job folder in which all the corresponding files are stored and managed. As well as the customer's details the booking also contains the information about the size of the ad, fonts and colour information such as CMYK, with or without spot colour. Electronically delivered ads are automatically assigned to orders, after which they undergo preflight checking. Incorrect formats, colours and fonts from the ad building department are detected. An Asura Pro job ticket is created with the request to correct the errors.

Example: The assumed size of an ad is 50 x 80 mm and it should be black and white. The preflight check detects wrong size (45 x 75 mm) and an additional spot colour. The JDF job ticket demands to resize the ad to the booked size and delete the spot colour respectively convert it - in that case - into black.

Additionally, while creating the production file, no matter whether in PDF, EPS or PostScript format, the whole file is generated in a consistent code which is adapted to specification of the RIP.

Produced files are administered in the AdMan job folders, while relevant booking data is returned to the ad system for billing. AdMan automatically transfers released ads to the page production system (e.g. printnet ProPag) and reorganises the design jobs in accordance with the publisher's guidelines.

With that process, AdMan and Asura Pro ensure that the ad order is processed correctly and efficiently. Operating in the background, the OneVision solution does not require any manual operation on the data, preventing insecure documents from burdening workflows in print and media production. An integrated time tracking system in printnet AdMan guarantees the timely production of ads for each newspaper production. Finished ads are displayed as previews which are generated directly on the production RIP. All ads can be converted to PDF and then automatically sent to the customer by e-mail for ad review.

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Editor's Notes

About OneVision

OneVision Software AG develops and implements innovative software solutions and concepts aimed at optimizing workflows in print and media production – assisting its clients in improving speed and quality of their workflows, saving time and expense. Corporate headquarters are located in Regensburg, Germany. OneVision Software AG, also has subsidiaries in Jersey City (New Jersey, USA), in Milton Keynes (United Kingdom), in Levallois-Perret (France) and in São Paulo (Brazil), as well as a branch office in Copenhagen (Denmark). OneVision's customers include leading newspaper & magazine publishers, commercial printers, prepress companies, advertising agencies, and industrial enterprises. Founded in 1994, OneVision today is one of the world's leading suppliers of software technologies for print and media production. OneVision's quality management system is certified based on ISO 9001:2000 standards.

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