



## **NEWS RELEASE**

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### **VIO CERTIFIED SOFT PROOFING HELPS SOLD OUT STRIKE THE RIGHT NOTE**

Advertising agency Sold Out, which specialises in advertising concerts, record releases, music festivals, theatre and other entertainment events, has been talking about the positive impact that the adoption of Vio Certified Soft Proofing (VCSP) has had on its business.

Sold Out has been established for 15 years and its 22 employees are based in Islington, North London. The agency handles all aspects of music advertising: from designing outdoor posters, flyers and ads, to booking outdoor as well as magazine and newspaper advertising space.

Art Director Elliot Clapp explains: "We work in an extremely stressful environment with very tight deadlines. As we're often offered late space in the daily press, we can find ourselves having to turn around an ad within half an hour or so. When Associated Newspapers told us last year about this new system they were using for colour ad delivery and contract soft proofing – VCSP – we could immediately see the huge benefits this kind of system could offer us. We looked into it, and signed up in October 2005.

"Until then, we had been using the gatekeeper system for delivering ads to Associated", Clapp continues. "This was not only costly, it also meant sending bike couriers around to get things approved, and having to trust a third party to deliver the correct ad to the correct place, at the right time. Now we have complete control over the entire process and know for certain where each ad goes, and that it is 100% correct. Since using VCSP we have not experienced a single error, and accuracy is crucial in our business. In addition, we save costs in repro and courier fees. And last but not least, we can turn around an ad in 10 minutes thanks to the soft proofing function, no longer needing several hours to generate hard copy proofs and send those to the relevant people. The time saving really has been dramatic."

Vio Certified Soft Proofing allows users to generate accurate soft proofs of colour adverts using remotely calibrated monitors. Advertising prepress suppliers can collaborate rapidly with their colleagues and clients on ad creation, and be assured that only correctly preflighted and certified ads are proofed, and that only approved ads are submitted to the publisher, together with all the relevant submission information.

Vio will shortly release a streamlined new version, providing further automation and easier integration of the solution into existing workflow systems.

Clapp continues: "Over the last couple of years we have seen a significant increase in the volume of ads we process on a weekly basis. Our industry is growing, with ever more concerts and festivals taking place each year. New music technologies such as the iPod have given the industry a fresh boost, allowing more people access to music at an affordable price and generating interest in popular as well as more obscure bands and musicians. This in turn has increased demand for live events. Currently we generate approximately 200 ads per week, 20% of which typically go through VCSP. I hope that we will be able to send more and more ads through VCSP. It is simply so much faster and easier, and everyone in the advertising supply chain benefits, the client, the agency and the publisher.

"For us as an organisation the environment is something that is close to our hearts and we try to be environmentally aware in everything we do. A system like VCSP has the added bonus of contributing to the environment in a positive way – we need less paper and toner for printing proofs, and less courier bikes polluting the streets of London. Perhaps this is only a small factor – but it will get bigger as more publishers and agencies adopt these new technologies", Clapp concludes.

Vio Worldwide provides solutions to streamline and brand digital supply chains. The tools to achieve this include: customer-facing service portals; automated page composition; digital asset management; automated, remote preflighting solutions; colour-managed soft proofing; standards-based integration of business and production systems, including insertion management and booking reconciliation; securely managed, tracked and automated online delivery; and innovative network design and outsourced 24/7 network management. Vio Worldwide leads the way in technology standards, participating in XML standards-setting bodies for JDF, AdsML and ebiz for media. Vio Worldwide is part of Leo Capital plc ([www.leocapital.com](http://www.leocapital.com)), a UK-based quoted company with over £200 million in assets.

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