

**NEWS RELEASE**  
13th May 2005



## **Repro Houses and Agencies Adopt Vio Certified Soft Proofing (VCSP)**

The advertising community has given a ringing endorsement to Vio's Certified Soft Proofing (VCSP) solution which was launched last week, marking a watershed in digital advertisement delivery.

Already, four respected houses – Abbott Mead Vickers BBDO, Madison Bell Media Ltd, TfG (The Facilities Group), part of Saatchi & Saatchi, and Visual Aspects – have led the way in adopting the VCSP tool for supplying colour ads to Associated Newspapers, and many more agencies and repro houses are now following suit.

All four were key supporters of the development with Vio and ANL, and their feedback helped hone the service, which is now the quick and low cost way of creating and sending colour advertising to ANL's titles – the Daily Mail, The Mail on Sunday, Evening Standard, London Metro, Loot, and Ireland on Sunday.

Vio Certified Soft Proofing combines colour-managed soft proofing with preflighting, certification, and automated delivery of advertisements. The solution enables advertising prepress suppliers not only to collaborate rapidly with their colleagues and clients on ad creation, but also to ensure 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.

Mike Powell, Reprographics Manager of advertising agency **Abbot Mead Vickers BBDO**, says: "Beyond the obvious time and cost savings offered by the Vio solution, the key attraction is the ability to gain total control of our own work and no longer depend on gatekeepers. With one of our key clients, Sainsbury's, being a heavy advertiser with ANL, VCSP was just a perfect fit."

Steve Howell, Director of **Madison Bell Media Ltd**, supports this view: "We have always been firm believers in soft proofing - it's the only way forward. Our core business for over 10 years has been converting and delivering mainly urgent artwork for over 4,000 national press clients (Including The Saga Group, British Red Cross and American Express) and we are now able to include ANL into our digital workflow, which we've not been able to do previously. Breaking down the barrier of the preferred suppliers creates more healthy competition within the digital conversion market. We look forward to other publishers adopting the solution."

Dave Bedding of **TfG**, part of Saatchi & Saatchi, comments: "The validation process employed by VCSP gives us quality assurance and confidence in the proof, allowing our staff and clients to make accurate colour assessments when developing a campaign."

Alan Moreland, Managing Director of advertising prepress specialist **Visual Aspects**, adds: "Supplying ad copy through ANL's preferred suppliers was highly inefficient and expensive. VCSP will reduce our out-costs enormously - savings which we can pass on to our agency client base. VCSP gives us a value-added service to offer new and existing customers, enabling us to supply ad copy quickly and cost effectively to one of the biggest newspaper publishers in the country."

Vio's Chairman, Richard Horwood concludes: "This feedback from the field vindicates Vio's conviction that the era of colour-managed soft proofing has arrived. No longer is soft proofing for colour advertising seen as the young upstart compared with the entrenched hard copy proofing cycle. That changed last week when we launched VCSP. We applaud the visionary companies that have worked with us to make this a reality.

"Publishers, prepress providers, production houses and agencies all acknowledge that VCSP is a better alternative in all respects to high cost and time-consuming traditional hard proofing. This heralds a sea-change in the publishing world. At a time when advertising revenues are under pressure, VCSP has now made printed media more affordable for colour advertising, and is leading to more productive relationships between brand owners, creative agencies, prepress providers and publishers."

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Further information about Vio Certified Soft Proofing and other Vio Digital Supply Chain solutions is available at [www.vio.com](http://www.vio.com).

**About Vio Worldwide:**

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 chairs the Asset Transfer Committee of CIP4 and is a member of the organisation's Preflighting and Advertising Committees, leading the way in JDF solutions. Vio is also a member of the Steering Committees for both AdsML and SPACE/XML, the global advertising standards initiatives. Vio Worldwide is part of London Merchant Securities plc ([www.lms-capital.co.uk](http://www.lms-capital.co.uk)), a UK-based quoted company with £1 billion in assets.

**About Abbott Mead Vickers BBDO:**

Abbott Mead Vickers BBDO is in its 9<sup>th</sup> year as the UK's largest advertising agency. In 2004, the UK client community voted the agency into the top spot in Marketing Week's Agency Reputations Survey. The agency continues to build on a successful new business record during 2004 with key wins including Camelot, BT Broadband, Parcellforce, IPC's Nuts and

Norwich Union. In the last few weeks, the agency has added a global assignment for BBC World to its roster, won a prestigious IPA Effectiveness Gold award for the DOH tobacco-control campaign and has been named 'Agency of the Year' at Eurobest Awards, Europe's leading advertising competition.

**About Madison Bell Media Ltd:**

Madison Bell Media Ltd offer the fastest digital turnaround for National and International press artwork which is why we are recommended daily by our National and International press publisher clients, supplying them with pre-flight checked print ready artwork. Madison Bell Media was established with the directors of the company all having agency backgrounds which gives us substantial advantages and knowledge over other suppliers.

Madison Bell Media's reputation, service, attention to detail and preserving creation and digital conversions of press material as our core business has been paramount to our success. With over 50 years shared knowledge and experience amongst our competent operators we have successfully won the right to handle work for nine of the top twenty advertising agencies in the country.

**About TfG (The Facilities Group):**

TfG is unique in its offering. No other company has such a comprehensive selection of production divisions to assist clients to realise their creative. Working across all media, TfG provides a central point for disciplines such as television and radio through to re-touching, photography, pre-press and printed media. Working on both UK and international business, we work to finalise the creation of the client's communications to an un-matched quality and style. You will get the opportunity to interact with each division at the level in which the magic happens and see how ideas are brought to life...

**About Visual Aspects:**

Visual Aspects are independent experts in the creation, manipulation and supply of print-ready advertising and marketing material to publications and printers worldwide.

Visual Aspects are approved suppliers to all the major national newspaper and magazine groups and are accredited members of the APPA (Advertising Pre-press Association).

We fully manage the integration of client's artwork and images within our calibrated workflow to ensure all our formatted material meet printer's precise specifications, ensuring exceptional reproduction is consistently achieved. And with colour profiles and stock from the actual newspaper and magazine presses, our DuPont Digital Cromalin and Colorbus Cyclones, provide unbeatable contract proofs for client approval.

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