



## PRESS RELEASE

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### **Vio Composer Slashes Production Costs & Time to Market for National & Regional Print Media Campaigns**

**Roseland, NJ-** Produce, proof and distribute targeted, nationwide print advertising and sales promotion campaigns in a fraction of the time, and at 40 to 50% of the cost, using Vio's **Composer Studio** for automated artwork creation and delivery.

**Vio Composer Studio** is an integrated platform, designed to streamline artwork creation and delivery by automating mundane, repetitive and labor intensive creative processes. It is accessed via a standard browser interface that can be branded to an advertiser, studio/agency or brand owner.

With **Vio Composer Studio**, agencies and studios can establish production and delivery profiles for each advertiser, linked to their own media planning systems. Original artwork can be uniquely tailored to any specification. Advertisements can be quickly and effortlessly customized to take in variables such as headlines, sub-headings, locations, illustrations, photos, copy, site details, opening hours, logos, pricing and contact details. Ads are sized to exact insertion specifications. Users experience increased productivity and vastly improved efficiency. The flexible creative control of the rules-based designs also locks down and ensures brand consistency and creative integrity.

Designs can be created in QuarkXPress or Adobe InDesign, enabling any operator familiar with these applications to easily multiply and modify templates to get the most from the solution. There is no limit to the number of templates that can be created and stored in the system, and each template can have almost infinite variables attached.

Underlying **Vio Composer Studio** is a fully searchable digital asset management system, which is specifically created to meet individual client requirements. The system is designed to hold both templates and variable artwork elements, which are stored as a low-res PDF reference file, EPS, or native Quark or InDesign formats, enabling users to instantly search and view all archived material. The XML composition files used to create the artwork are also stored, including all selected content references and creative rules information, enabling the user to re-use a job directly from the original composition file.

Finished files, in user defined formats whether PDF, EPS, Quark or InDesign, are automatically delivered into user approval cycles, also user defined, and then on to their destination, with no distortion and pin-sharp quality, accompanied by a Job Ticket containing full copy instructions. The **Vio Digital Workflow Suite** of delivery tools provide full tracking, notification and audit of the files delivered.

Chris Friend, Executive VP of Sales & Marketing comments: "Today's fast-moving global markets demand new technologies to alleviate the pressure on marketers to turn around complex campaigns at ultra short notice. Brand owners want their marketing spend channelled into creative development and media space, rather than production, but brand integrity remains critical. Vio Composer Studio combines the best features of composition engine-based solutions with optimum creative flexibility to help marketeers achieve more with less."

Vio offers applications including automated artwork composition, pre-and post-flighting, advertisement delivery, asset management, automated ad insertion order reconciliation, soft proofing, and remote hard proofing. These tools are both underpinned and complemented by Vio's solutions for secure, administrated and automated file delivery and routing. Using its network management expertise, and working actively with process integration standards such as JDF and AdsML, Vio makes these applications fit together seamlessly to deliver intelligent, tailored solutions which meet the major challenges faced by media producers today. END

**About Vio:**

Vio offers a suite of software products, network provisioning and management expertise with 24x7 managed services for the intelligent distribution and collaborative management of advertising and digital media across the entire graphic arts supply chain, with guaranteed delivery. Serving the market need for automated and integrated workflows for digital ad delivery, online preflighting, ad composition, digital asset management and remote proofing and printing.

Vio chairs the Asset Transfer Committee of CIP4, 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.

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***Vio Composer Studio***



**Paul Ridgeway, Managing Director of Adzone**

"Since Vio Composer has been installed we have experienced an 80% increase in speed of turnaround, enabling us to take on campaigns we wouldn't have been able to handle fast enough before. This 'push-button' ad creation means that two operators alone can achieve in a day and a half what used to keep a studio busy for a full week. Reworking a single ad used to take 20 minutes: with Vio Composer it's done and dusted in under 20 seconds.

"Of course, automation is one thing, but experience and an eye for detail will always be part of best-practice ad production. Advertising is a human process, so in our view, a rigid template-based system would compromise creativity and intuition. Combining the advantages of Vio Composer with the expertise of our staff in traditional production standards and principles, we can maximize the benefits of technology, while still exercising subjectivity to make sure that each individual ad does absolute justice to the brand it carries."

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