



## **NEWS RELEASE**

30<sup>th</sup> September 2005

### **Vio Certified Soft Proofing wins 75<sup>th</sup> customer in just 4 months**

Vio Worldwide's ground-breaking new service, Vio Certified Soft Proofing (VCSP), has now passed another milestone with the installation of its 75<sup>th</sup> ad sending customer, Loveurope. This achievement is made all the more amazing by the fact that VCSP was only launched 4 months ago.

"The reason", according to Ian Nunn, Repro Colour Manager of Loveurope, "is that VCSP's an excellent tool in the development of print delivery. The moment you see the quality of the monitor proof, it's obviously a spot-on colour representation of what's going to be printed, reflecting the profile of the press and the paper it's going to be printed on. It's so easy to annotate and approve it online with your colleagues and clients (who get the software for free), and then just click to lock down the contract with the publisher and send. Throwing in preflighting against up-to-date publisher specs and automated delivery as part of the service is a bonus in an overall welcomed product. I can't believe we used to pay around £300 for each printed contract proof (which typically didn't arrive till after publication anyway), while VCSP gives it all to me instantly for as little as £15."

Richard Horwood, Chairman of Vio, adds: "Now that you can use VCSP as the only alternative to the preferred suppliers for sending high value colour ads to Associated Newspapers' magazines as well as their newspapers, and with other major publishers like the Telegraph lined up to launch soon, ad agencies and repro houses have no reason not to install the service, and every reason to use it instead of old fashioned analogue alternatives. No other solution can provide a soft *contract* proof for colour advertising, as no other solution records that the proofing monitors are properly calibrated. We're delighted to have Loveurope on board."

"There is a lot of misinformation around soft proofing at the moment, with 'me too' vendors trying to disguise the issues", adds Horwood. "This is irresponsible, as it is the customer that will ultimately pay dearly when an ad is run incorrectly. A *contract* soft proof (essential for high value colour advertising) needs to record that the monitors are properly calibrated, and only VCSP does this."

ENDS

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 Certified Soft Proofing:**

Vio Certified Soft Proofing combines colour-managed soft proofing on remotely calibrated monitors, 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. VCSP is the only solution that enables contract soft proofing of colour ads, as it is the only solution that remotely records the calibration of the monitors on which the ads are proofed.

**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 Loveurope:**

Established since 1998, and remaining fiercely independent, Loveurope has offices in London, Geneva, Prague, Warsaw and Zurich. Uniquely positioned to work alongside the industry's top advertising agencies and their marketing partners. Annually managing the advertising assets and delivery of over 100 brands. Loveurope are continually researching new technologies and developing partnerships in search of improved efficiencies in execution. With pan-european production billings in excess of 13 million euros. Loveurope are a perfect partner to Vio in the development of this ground breaking worldwide soft proofing system. [www.loveurope.com](http://www.loveurope.com).

Issued on behalf of Vio Worldwide by AD Communications.

**For further information, please contact:**

Richard Horwood  
**Vio Worldwide**  
 Tel: 020 7427 2150  
 Email: [uksales@vio.com](mailto:uksales@vio.com)

Ian Nunn  
**Loveurope**  
 Tel: 020 7961 2701  
 Email: [ian.nunn@loveurope.co.uk](mailto:ian.nunn@loveurope.co.uk)

Shireen Shurmer / Silke Humphrys  
**AD Communications**  
 Tel: 01372 464 470  
 Email: [sshurmer@adcomms.co.uk](mailto:sshurmer@adcomms.co.uk)