



NEWS RELEASE

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Vio expands colour consultancy to complement soft proofing success

Vio has today expanded its colour consulting resources by entering into agreements with two leading colour and proofing consultancies: Remote Proofing Solutions, whose Sales Director is Tony Taylor, and Targetcolour, founded by colour standards consultant Niall Coady. The venture will be known as Vio Colour Consulting.

Vio has quickly established market leadership in providing colour soft proofing solutions for repro houses to send colour ads to publishers; and Remote and Target are both well known as London's leading experts on colour management and proofing processes. With this new collaboration, Vio Colour Consulting will be able to advise not only on the specifics of installing and using Vio's applications, such as Vio Certified Soft Proofing, but also on all aspects of colour management. Moreover, Vio Colour Consulting will offer colour and proofing advice beyond Vio's traditional focus on advertising, including for example marketing materials and packaging.

Richard Horwood, Vio Chairman commented: "Soft proofing has at last come of age, especially in print advertising. Maximising the use of it is now the challenge. The initial burst of activity we have seen in the last year came about mainly because of the huge savings in cost and time achieved from combining soft proofing, preflighting and automated online delivery. This includes the ability to ensure and record remotely the calibration of monitors, which is key and only offered by Vio's solutions. Now that soft proofing is an accepted part of the workflow, it's time to build the value-add, and help our customers maximise their opportunities from this new technology. By joining forces with Remote Proofing Solutions and Targetcolour, we are able to offer the country's leading expertise in this area as part of Vio Colour Consulting."

Tony Taylor of Remote Proofing Solutions added: "Colour management has always been considered one of the dark arts. In reality of course it is a science, not an art, but judgement and experience are still vital to achieve good quality results in the final printed materials. Monitor proofing has been around for a while, but it's only recently that applications have arrived that can make real use of it in a commercially significant way. By working with Vio, who are leading the way in introducing such new applications, Remote Proofing is better able to help creatives, reproduction experts, publishers and printers get the most from their investment. We are very pleased to be supporting Vio Colour Consulting."

Niall Coady, founder of Targetcolour, also enthusiastically supported the initiative. "Our market focus is the education and maintenance of colour standards from origination to print. Colour management is an essential tool but we must never forget that the main focus of this exercise is to enable our clients to work more efficiently within the guidelines of colour standards where commercial expectations are met. The standardisation of colour in the print manufacturing process must be properly translated to the soft proofing arena where the client will see their certified proof the way it was meant to print. Targetcolour, in conjunction with Vio, will focus on the creation of a true UK soft proofing standard where colour, method, and delivery can be properly refined to deliver the most effective solution for our clients."

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About Remote Proofing Solutions:

Remote Proofing Solutions (RPS) passionately believes the integrity of colour is fundamental to a successful campaign or project. RPS specialises in equipping business with the necessary tools to not only meet the standards expected by your clients, but to raise the bar to new levels of achievement. RPS has over 40 years combined reprographics and colour separation experience with some of the leading production houses. We can recommend, install and manage any of the current proofing and colour management solutions as well as producing tailored colour managed systems. RPS will create the best workflow for your individual needs, helping you to produce the highest quality work, quickly and easily.

About Targetcolour:

Targetcolour is a colour standardisation and engineering organisation dedicated to colour control in the workflow. We have an in-depth understanding of colour and the management of colour elements from screen to print. It is our goal to provide your organisation with predictable colour on your screen, on your proof and ultimately at the print manufacturing stage. The unique benefit of our approach lies in our ability to apply science to a process that must be transparent, affordable and accessible by our clients.

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. Further information about Vio Certified Soft Proofing and other Vio Digital Supply Chain solutions is available at 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 Worldwide leads the way in technology standards, participating in XML standards-setting bodies for JDF, AdsML and SPACE/XML.

Vio Worldwide is part of London Merchant Securities plc (www.lms-capital.co.uk), a UK-based quoted company with £1 billion in assets.

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