



## **NEWS RELEASE**

*4th June 2007*

### **ANNOUNCING ADSIZE SOLO: EFFORTLESSLY CHECK AD FILES AGAINST SPECS**

Cranbury, NJ (PRWEB) June 4, 2007 – AdSEND announced today that it launched a new product, AdSIZE SOLO, which verifies whether or not an ad's size matches the space purchased. The product is available in two versions; one for ad senders, including agencies, prepress shops, retailers and advertisers, and the other for newspaper and magazine publishers.

AdSIZE SOLO SENDER allows senders to run ads against the actual ad specs for the target publications, which are stored locally on their own database. AdSIZE SOLO SENDER also detects if type appears outside of the type safety area that is set. Ads may be scaled to fit the space as well.

AdSIZE SOLO PUBLISHER enables publishers to open submitted PDF ad files and check if they fit the size purchased based upon their own spec sheet. The product can also scale ads to best fit in the space the client bought.

"AdSIZE SOLO is just one of AdSEND's workflow tools that are designed to make ad transfer between senders and receivers more reliable, accurate and faster," said Alan Darling, Executive Vice President of AdSEND.

AdSIZE SOLO is a stand-alone Mac OS X or Windows application that is licensed on an enterprise basis.

For additional information about the new AdSIZE SOLO product, call (800) 223-7363 or visit [www.adsend.com](http://www.adsend.com).

### **About AdSEND**

AdSEND specializes in the development of solutions that link workflow partners in innovative ways that allow them to not only exchange files, but also vital information about those files. Tens of thousands of users around the world depend on AdSEND –advertisers and their suppliers for automating ad creation, proofing and fulfillment, and publishers for their ad checking and managed reception. The company offers a broad spectrum of tools serving the diverse needs of the publishing industry including: automated movement and tracking of digital data; customer-facing service portals; automated page composition; digital asset management; automated, remote pre- and postflighting solutions; color managed monitor soft proofing; and integration of business and production systems with industry-standard metadata. AdSEND is a division of Vio Worldwide, Ltd., which has offices in the U.S., U.K., Israel and France. The company offers securely managed, tracked and automated online file delivery for over 10,000 users globally. Vio Worldwide leads the way in technology standards, participating in XML standards-setting bodies for JDF and AdsML, and the AAAA ebiz for media initiative.

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