



## **NEWS RELEASE**

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### **Time Inc.'s Vio Ad Portal rapid adoption prompts renewal**

Time Inc's Vio Ad Portal has been adopted by over almost 700 ad agencies and prepress shops in just 6 months after going live. With hundreds of already preflighted ads being received this way every month, Time Inc. has renewed its agreement with Vio for automated ad delivery to all its titles.

In addition to renewing the agreement, Time Inc. has also contracted to add new functionality to the Ad Portal to allow ad suppliers to check that the size of their ads correctly fits the space they have bought.

"The addition of Vio Ad Size Manager will make it easier for the agencies and prepress shops to deliver their ads at the correct size, and ensure that they are matching the size to the buy," said Guy Gleysteen, Vice President Paper and Digital Development at Time Inc. "On our side, the addition of this ad size management module underlines our dedication to using leading technology for process efficiency and supply management, in addition to the preflighting that was available in the original incarnation of the Ad Portal. We are thrilled with the progress," added Gleysteen. "The majority of ads going into our four weekly magazines are now coming through the portal at a pace the exceeded our expectation. It's a clear success."

Alan Darling, Executive VP at Vio Worldwide said: "Getting 700 users signed up in just a few months is a great testament to the value of the Ad Portal to advertisers as well as publishers. We applaud Time Inc.'s dedication to making it ever easier for their advertisers to send in good ad files, avoiding costly and time-consuming errors from manual processes. This is a great example of what will help keep print media a competitive advertising medium."

The Vio Ad Size Manager module is scheduled to go live in September of this year.

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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 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](http://www.lms-capital.co.uk)), a UK-based quoted company with over £1 billion in assets.

**About Time Inc.:**

Time Inc. is the world's leading magazine publisher with over 155 titles, including People, Time, Sports Illustrated, Entertainment Weekly, Fortune, Money, In Style and Real Simple.

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