

Questions related to Certified Soft Proofing Service

<p>Should you have any other questions, please contact our Sales team regarding our service offering or alternatively contact our support team for any technical questions.</p>	What is Certified Soft Proofing?
	Why do I need a Certified Soft Proofing?
	How can I use Certified Soft Proofing within AdSEND?
	What are the platforms and devices supported?
	What proofing options are there?
	What do I need and how much it cost?
	What makes the proof certified?
	What happens if I don't calibrate?
	What is a Spectrophotometer / Colorimeter / Screen Calibration device?
	What happens if I need to proof and the deadline is today?
	What are the browsers supported?
	How do I know if I have got the required software for the Certified Soft Proofing Service?
	What is the version of the proofing software I am using?
	What is Calibration?
	Why do I need to calibrate my monitor?
	How often do I need to calibrate my monitor?
	What do the traffic lights in the proofing screen mean?
	Why do I get a red or amber light after calibration when I proof a PDF?
	When can I proof my ad?
	Can I send an ad without using soft proofing?
When do I get charged for the service?	
Will I get charged twice if I upload a new PDF for the same job?	
Is it possible to get a proof that is not certified?	



For further information, please contact our Sales Team on +44 20 7427 2150 or email uksales@vio.com

What is Certified Soft Proofing?

Soft Proofing is a process that allows you to view your print ad with a visual simulation of what the ad will look like when it appears in the chosen publication.

In order to achieve this we apply a colour profile, which has been supplied by the Publisher, to the PDF file that you are delivering. The colour profile emulates the paper, ink and printing process of the given title.

By integrating a process of screen calibration into this workflow, you can be sure that you are viewing the profiled ad with optimum settings. Moreover, we capture these settings in the delivery process so that the receiving Publisher has the confidence that you have proofed the ad in a controlled environment - hence the term 'Certified'.

How can I use Certified Soft Proofing within AdSEND?

You will need to install two plug-ins to calibrate and view the soft proof within the AdSEND solution. You will also need to get a Colorimeter device in order to calibrate your monitor.

Once the plug-ins are installed and your monitor is calibrated, you will be able to select the option "Proof PDF", which is available within the AdSEND workflow prior to delivering the ads. It's as simple as that.

Once write your initials to approve the proof, it becomes certified and information about the condition of the proof at the time of approval is captured and shared with the Publisher. This way, both parties, Sender and Publisher, will have the same reference and can look back at the proof if it is ever required.

Please note that Certified Soft proofing is an opt-in service for Publishers. They can choose to either mandate a soft proof or offer it as an option. Should a Publisher choose not to offer the service, the soft proofing option will be excluded from the AdSEND workflow.

What are the platforms and devices supported?



Intel Processor OS 10.5.x 10.6.x
Safari 3 or 4
Firefox 3.5+ soon to be supported



Coming soon
Intel® Pentium 4, Xeon or Core processor or higher
Internet Explorer 7 and 8, Firefox 3.5+, Safari 4

Graphic cards minimum requirement

ATI Radeon 9700 / 9800
 ATI Radeon X500 / X700
 GeForce 6 Series, GeForce FX Series

Supported Monitor Calibration Devices

X-Rite i1 Pro (in it's various bundled forms)
 X-Rite i1Display 2/i1Display LT
 X-Rite DTP94/Monaco Optix (discontinued)



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