

# Prefelight system

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# Differentiation

- Preflight tools
- Editing tools
- Ad delivery systems
- Ad panning
- Ad systems

# Preflight Tools - Supplier

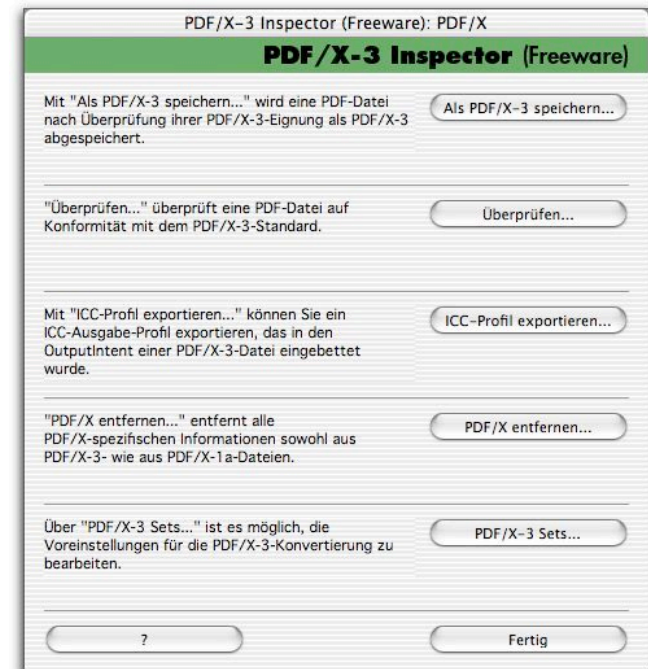
- Callas Software
- One Vision
- Enfocus
- CGS
- Markware
- Apago
  
- Quickcut

# Callas Software

- **pdfInspector2 Gold**
- pdfInspector2 Auto
- PDFToolbox2
- pdfCorrect
- pdfColorConvert
- pdfLayerMaker
- Fontincluder2/XT
- MadeToPrint for Quark and Indesign

# pdfInspector2

- Was included in Acrobat Professional since Version 6.0
- Some additional features
- Freeware Version available (limited features)

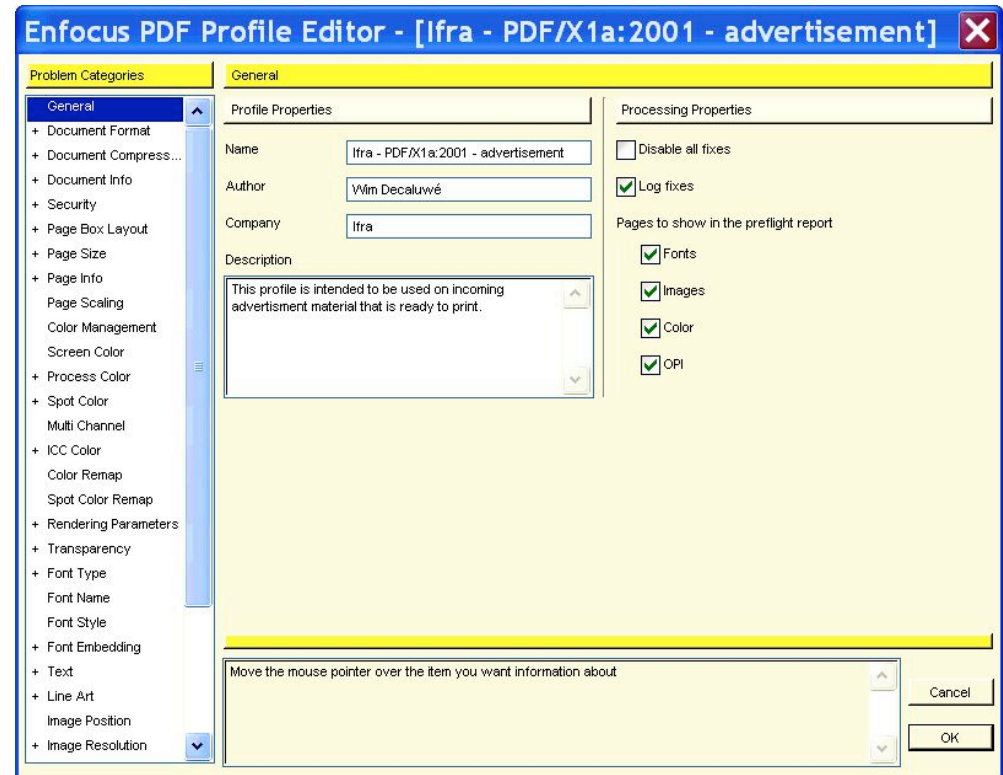


# Enfocus

- Pitstop Professional
- Pistop Server
- CertifiedPDF.net

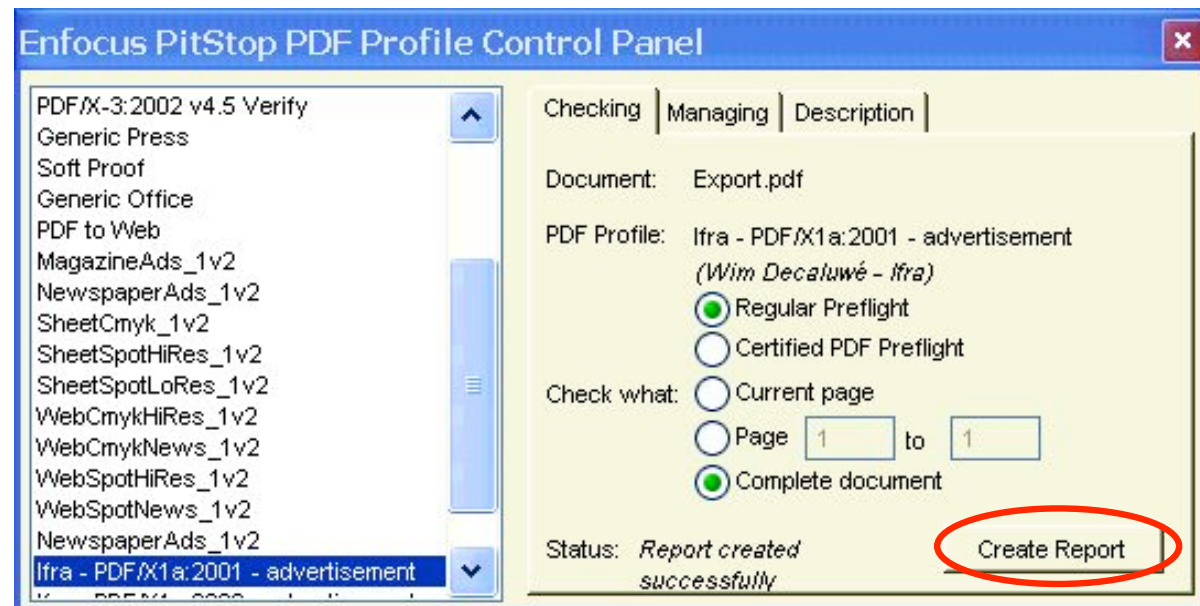
# Pre-flight in Enfocus pitstop

- Pre-flight and fix of:
  - Document format
  - Document compression
  - Colour
  - PDF/X?
  - Security
  - Line art
  - ....



# Pre-flight in Enfocus pitstop

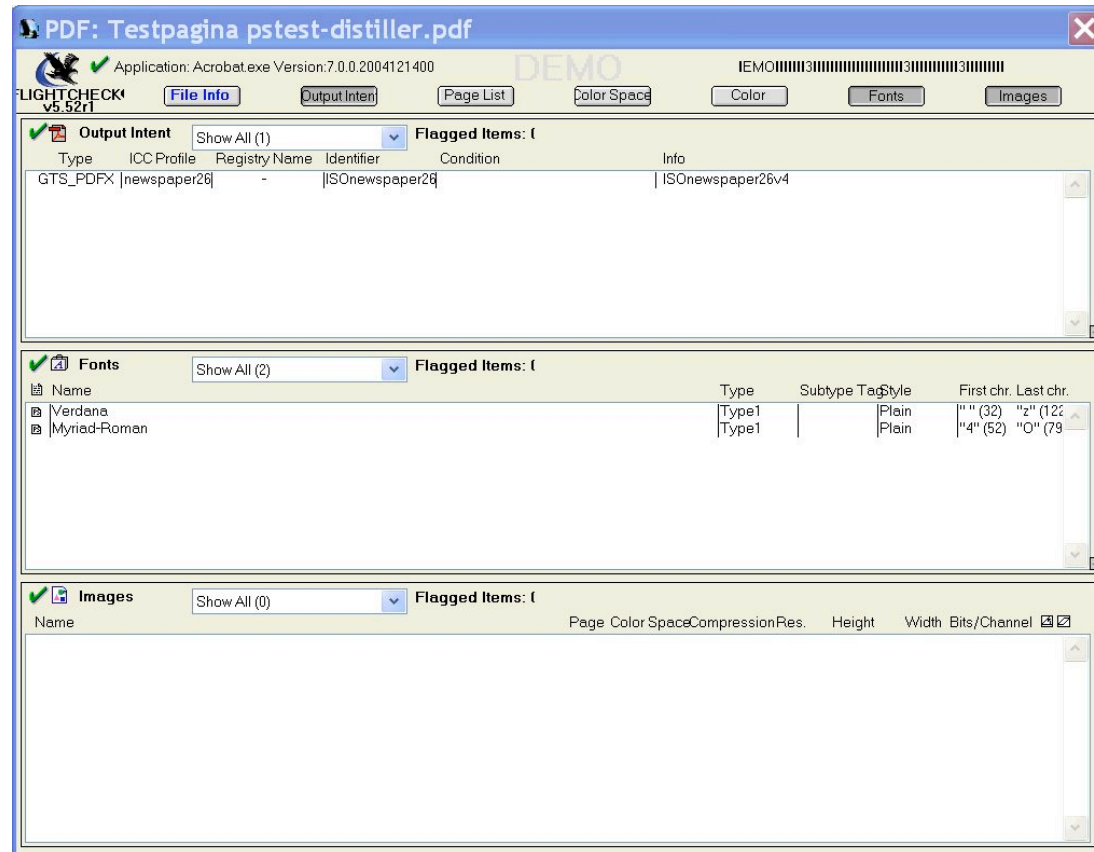
- Preinstalled pre-flight profiles
- Possibility to create your own profiles
- Report creation as PDF with indications of errors and warning
- Automate





# Pre-flight in Flightcheck (Markzware)

- Check
- No repair
- Reporting
- Overview of errors



# Preflight Tools - OneVision Asura

- High-end preflight system
- Checks PostScript, EPS and PDF
- Market Leader in Germany and other European countries
- Automated preflight and file correction based on user-defined production specifications
- New: Optional ink coverage reduction, rich black control and extended gray detection
- Export and conversion of PDF 1.2 through PDF 1.6, PostScript and EPS 1, 2 and 3
- XML interface Post-process scripting
- Further tools e.g. for file editing available



# Pre-flight in OneVision Asura

- Automated pre-flight
  - Based on hot folder
  - Check of EPS, PS and PDF
  - Defined settings for:
    - Fonts
    - Graphs
    - Images
    - Colours
  - Create a standard profile

# Pre-flight in Onevision Asura

- Colour corrections
  - Check the number of spot colours
  - Change colours based on colour management
  - Convert or rename spot colours
- Output definition
  - Normalise the incoming data
  - Keep OPI data
  - Accepts different formats and assigns different profiles
- High capacity server

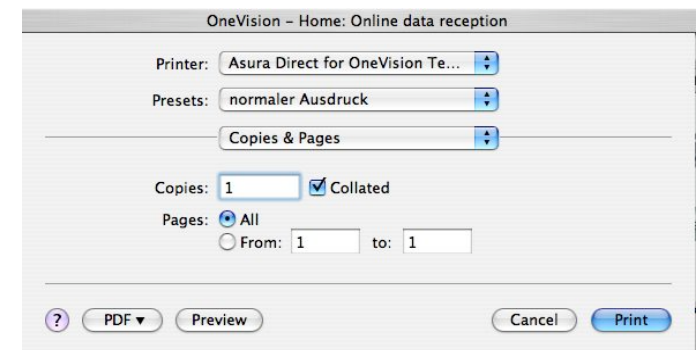
# Edit Tools

- Postscript and EPS
  - Digiscript, Solvero, Azura ... (Onevision)
  - ORIS page (CGS)
  - Tailor (Enfocus)
  - Illustrator (Adobe)
- PDF
  - Touchup tool
  - Pitstop (Enfocus)
  - Solvero (Asura)
  - ORIS page (CGS)

# Preflight Tools

## OneVision AsuraEnterprise

- Small solution for file transmission
- Fully automated workflow
- From advertisers to the publisher
- customers can upload files directly to an Asura Enterprisesystem
- These are checked and optimized
- customer receives a low-res file for approval
- Online data reception and transfer
- “Printing” from any application (Microsoft Office, etc.)

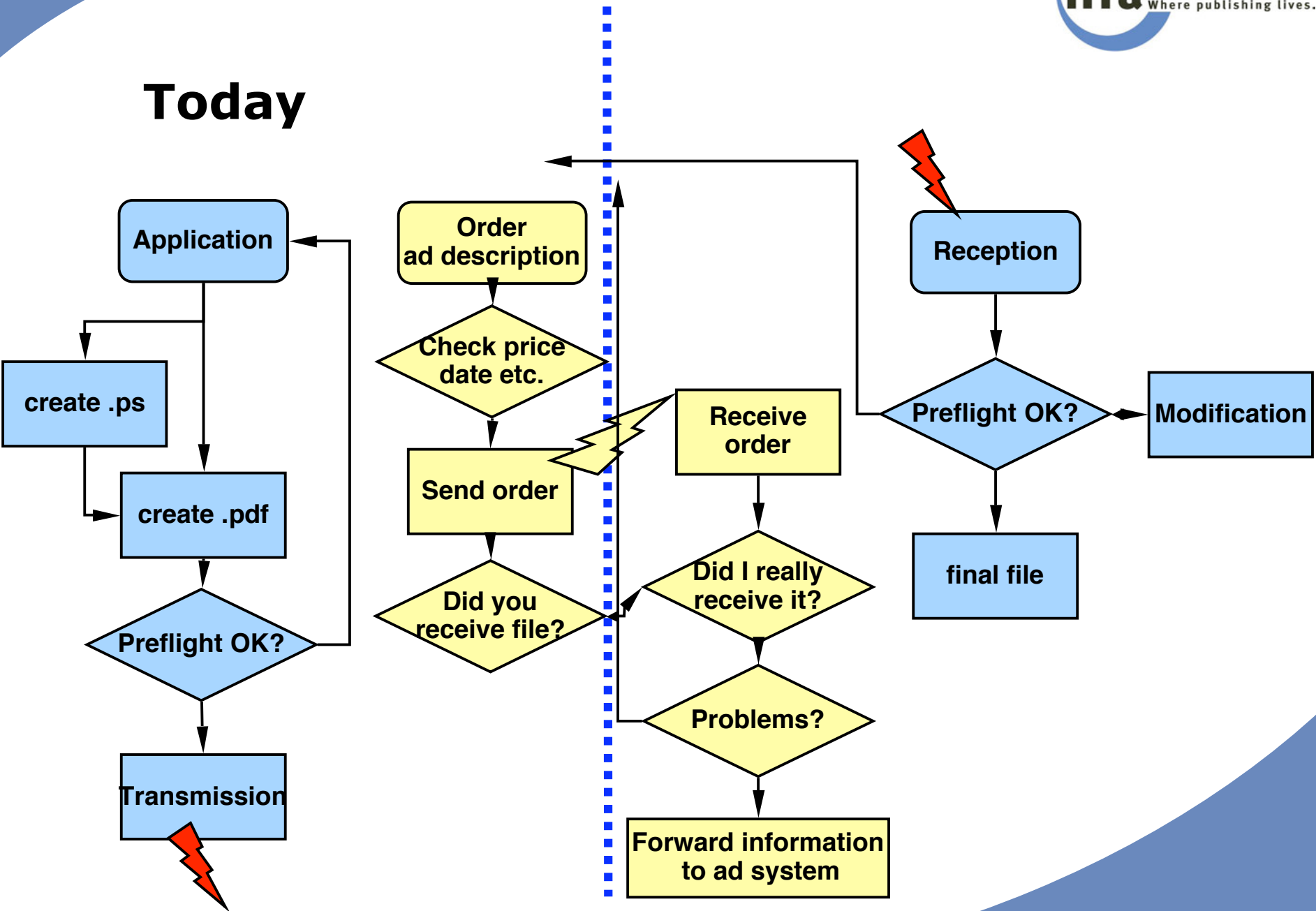


## For Example: Switzerland - Printonline

- Printonline, founded 1997 by the 3 largest newspapers
- 1850 ad sender (user)
- 2004 around 115,000 ads were transmitted
- 5 employees
- Used by 450 newspapers and magazines
- 50% of all newspaper ads are transferred by Printonline
- Customer can log-in via internet browser
- Interfacing to ad booking system
- Parameters like publishing date, colour information
- Receiver downloads via FTP
- Every step is documented
- Files are archived at Printonline
- All PDF files are being checked
- Based on AdsML



# Today





# With ad gateway

