

NEWS RELEASE

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## **GMG Color and Vio Worldwide partnership makes enterprise software available to a wider audience**

London - Vio Worldwide have announced a new strategic partnership with GMG Color, the world's leading colour management solutions provider, to use of their technology in Vio's new SaaS ad portal, AdSEND. The agreement means that GMG ColorServer functionality is now available to Vio customers via the AdSEND system.

“The relationship with Vio is a very exciting opportunity for both companies. We are delighted to be able to provide our enterprise level solutions within innovative new products coming on the market, such as AdSEND. The synergy between the two companies can provide real value to the entire advertising print industry and open our products to a wider audience.” said Ian Scott, UK Director of GMG Color.

AdSEND uses GMG ColorServer to perform certain colour transformations of ads that are delivered through the system. It provides users with the ability to adjust Total Ink Coverage and to automatically bring down the ink weights in PDFs. It also has the capacity to change RGB to CMYK and CMYK to Mono, allowing for AdSEND to ensure that the correct colour space is used and that the PDF is print ready when the publisher receives it. The user is presented with the transformed PDF for approval, giving control of the finished document before submission to the publisher.

Since releasing AdSEND in March, many publishers have adopted it as a method to receive ads for a number of large international publishers such as Hachette, IPC and City AM.

“Launching AdSEND as Software as a Service was a key objective in identifying our next generation ad delivery platform. The strategy enables us to partner with enterprise software providers like GMG and utilise their best of breed solutions. We can now deliver services and functionality to our customers without the capital costs traditionally associated with software procurement. This is a huge benefit to anyone wanting to deliver press advertising for their clients,” says Vio Worldwide European Sales Director Gavin Page. “In support of this, we are delighted to have added many new titles to the Vio AdSEND system since launching including those of Hachette Filipacchi, IPC and City AM.

Advertisers and Publishers can register for AdSEND as <http://new.atsend.com/> and start benefiting from managed ad delivery at a fraction of the existing cost.

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