



News Release
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Vio adopts Websend as next generation technology and business platform

New browser-based architecture will improve functionality, lower costs and drive business growth

Vio Worldwide, a global leader in advertising delivery solutions, today announced a major upgrade to its core print advertising pre-flight, proofing and delivery technology that will have a significant impact for its customers worldwide and the Vio business as a whole. In an exclusive agreement, Vio has licensed the innovative Websend browser-based solution for UK, North America and Canada from Websend (part of the Omnilab portfolio of companies).

Tens of thousands of users around the world rely on Vio to streamline and enhance their digital supply chain. Advertisers and their suppliers use Vio solutions for automating ad creation, proofing and delivery; and publishers benefit from Vio's ad checking and managed reception.

"The partnership with Websend is an important strategic decision for Vio and will give the advertising and publishing industries the most powerful and flexible ad management and delivery solution possible," said Chris Friend, MD of Vio Worldwide. "We needed to fundamentally change our platform to support our rapidly growing customer base, and their desire to move to a SaaS (Software as a Service) environment. Websend is technically very advanced and by implementing it as our core technology we can bring considerable benefits and value to advertisers and publishers in a highly automated web-based advertising pre-flight and delivery system. The new platform gives us a powerful foundation to develop the Vio service to meet our customers' rapidly developing media needs and is backed by Websend's considerable R&D capability."

By moving to a fully centralised web-based system, both high volume and occasional users will find it very easy to register and get immediate use of the Vio system from any web browser, with no downloads or desktop software required. Advertisers simply log on and follow the simple steps to upload ads, preflight, size check, proof and send to the selected magazines and newspapers, ensuring that every ad meets the correct publishers specification. The service can also provide automated corrections specific to publication specifications including ink weight conversion and image resolutions, which are all controlled through the one interface.

The new Websend-enabled Vio service will bring financial benefits to publishers, many of who host branded online Vio-based ad submission portals. Websend's XML, AdsML, XMP, JDF and PDF/X compliant architecture will enable publishers to integrate ad delivery directly into their internal workflows, booking and billing systems. In turn, this will directly help to avoiding costly errors, disputes and time-consuming reconciliation. "By automating ad receipt into booking and billing systems, publishers will save considerable amounts of time and money. It will transform the industry going forward," said Chris Friend.

Websend is part of Omnilab Media, Australia and New Zealand's largest privately owned vertically integrated media company. Grant Schuettrumpf, General Manager, Media Innovation & Technology, Omnilab Media said, "Vio's decision to adopt Websend as its cornerstone technology further cements Websend's strategic international expansion. Vio and Websend share a mutual belief and direction for display advertising management and distribution. With this new agreement advertisers will be able to reach over 10,000 publications across UK, USA, Canada, Australia & New Zealand through a single web based interface. Vio is the advertising service of choice for many of the world's blue chip advertisers and publishers and our partnership with them makes that choice an even more formidable one. Websend has grown primarily based on its unique and innovative R&D and efficient integration of technology. This is an approach we are continuing to invest heavily in."

The agreement is effective immediately and Vio will complete the migration of its technologies and publisher portals to the Websend platform by March 2009.

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Image: an image of Chris Friend, MD of Vio Worldwide is available on request from melindaw@splashpr.co.uk

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 advertising creation; digital asset management; automated, remote preflighting solutions; colour-managed soft proofing; standards based integration of business and operations 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 online and print media. It has offices in the U.S., U.K., Israel and France. In the US, the company does business as AdSEND, which 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. Vio Worldwide is part of LMS Capital plc (www.lmscapital.com), a UK-based quoted company with over £250 million in assets. **www.vio.com**

ABOUT WESEND:

Websend is one of the Omnilab Media portfolio of companies. Founded in 2002 by Peter Lamont it is the advanced web-based pre-flight and delivery solution that offers comprehensive PDF preflighting, tracking and distribution services for advertisers and publishers. Twenty-four hours a day, seven days a week, 52 weeks a year Websend preflight's an artwork's digital DNA and puts it through its paces on behalf of publishers. If it finds anything even remotely suspect, it will immediately tell you exactly what's wrong with your ad and how to fix it. Websend's sole purpose is to ensure that display ads are in perfect shape and fit to be dispatched to Australian and New Zealand publications. And if you need help, Websend's knowledgeable Support Team will work with you one-on-one to resolve any issues you may have along the way. Websend also works towards meeting industry standards including XML, XMP, JDF, AdSMIL, and PDF/X. Websend also publishes an API for seamless 3rd party system integration. **www.websend.com.au**

ABOUT OMNILAB MEDIA GROUP

Omnilab Media is Australia and New Zealand's largest privately owned vertically integrated media company, incorporating four key media arms: content development, professional media services, innovation & technology, and content sales & distribution partnerships. Omnilab Media delivers, world-class solutions for our clients, employing over 500 of the very best creative and technical talent across a portfolio of 16 media businesses. **www.omnilab.com**

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WESEND

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