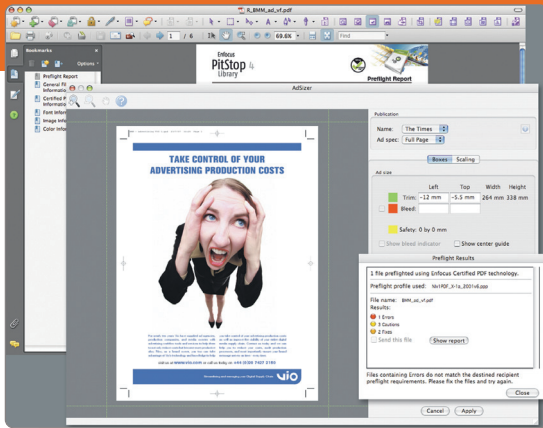


A large, close-up photograph of a human eye. The iris is a vibrant rainbow color, with purple, blue, green, and yellow segments. The eye is looking directly at the viewer, and the eyelashes are clearly visible.

Vio Certified Soft Proofing²

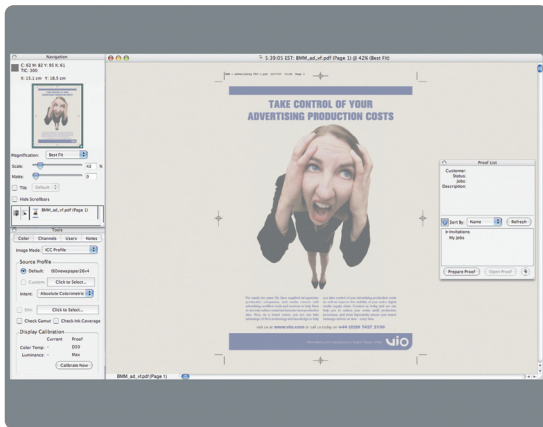
VCSP2 significantly reduces the cost and time involved in preflighting, proofing and delivering colour and mono advertising into newspapers and magazines.



preflight

preflight

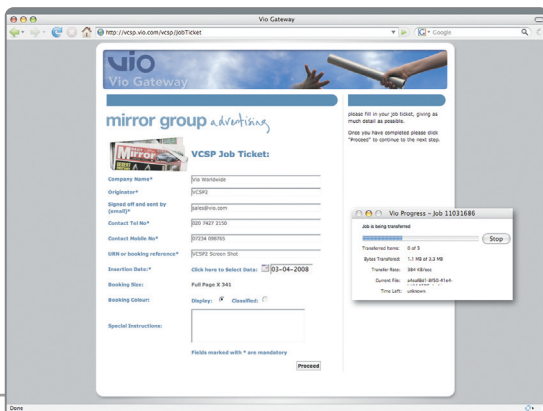
The advertisement's desired sizing and placement is pinpointed whilst checking publication bleed, trim and type areas in a simple to use, highly visual tool. The PDF file is then automatically run against the exact preflight criteria that the newspaper or publisher requires.



soft proof

soft proof

The monitor proof is then run against the exact press profile at the publication. This means that the advertiser's expectations of the reproduction of the advertisement are set much more realistically. Both the publisher and advertiser can be sure from the certification delivered with the proofed PDF file that it is print ready and that it will meet the publishers' criteria.



send

send

Also, because the approved proofed PDF is digitally archived and guaranteed to be the same file that is delivered to the publisher, there is an overall gain in control throughout the process, as well as a readily available audit for all concerned.



With VCSP2, it is now possible to review, collaborate and approve proofs online

and in real time, saving all the delays associated with traditional proofing through courier services. It is now conceivable to do three, or even more, rounds of approval for the advertising client in a single day. It all happens in a single working environment.

Everyone in the advertising supply chain benefits from:

- > **Reduced cost** and time involved in processing and delivering advertising to press titles.
- > **Reduced errors** as a result of a managed, automated digital workflow process for ad approval, ad sizing, preflighting, certification and delivery.
- > **More iterations** of new advertising campaigns can be managed for clients in a shorter time window. This means that advertisers, agencies, and studios can now gain a distinct advantage over the competition.
- > **Saving materials**, labour, and the planet !
By utilising the soft proofing facility, it not only saves on the cost of producing hard copy proofs, which in itself reduces labour time, but it also means no more paper and no more couriers to deliver your material.
- > **Certified approval** of your ad when soft proofed against the publisher specific profile means you can gain more control over your press advertising, rather than having to rely on a third party approved supplier and always be sure that the finished product is as expected.
- > **Last minute file submission** as the send process is direct, auditable and immediate. This opens up the ability to take advantage of last minute insertion opportunities or last minute market movements.

call us on **+44 (0) 20 7427 2150**



Vio Certified Soft Proofing²

Great technology to achieve seamless digital workflow for approval, preflighting, sizing, proofing, certification and delivery for press advertising.

Please visit www.vio.com

or call us on +44 (0) 20 7427 2150

and arrange for a personalised demonstration

of Vio Certified Soft Proofing.