



## **NEWS RELEASE**

*3rd June 2005*

### **TELEGRAPH GROUP ADOPTS VIO CERTIFIED SOFT PROOFING (VCSP)**

The Telegraph Group has adopted Vio's Certified Soft Proofing (VCSP) ad delivery solution, going live within weeks. This is a further major endorsement of VCSP, which has already been installed in many of the country's advertising repro houses, with more being added every day.

Publishers are choosing VCSP over other options, both because of the huge time and cost savings in advertising workflows, and also crucially because it is the only way to achieve a genuine digital contract soft proof for advertising. To do this you have to have auditable confirmation that the image reproduction on one monitor is identical to that on another, and accurately reflects the intended printing conditions, including the paper on which it will be printed. This requires every monitor in the proofing process to have been properly calibrated for each proof, and have that recorded. Only VCSP does this, and therefore only VCSP can offer a digital contract soft proof that a publisher can stand behind.

Peter Green, Operations Director of the Telegraph Group explained: "We want to make advertising in the Telegraph titles as easy as possible. VCSP allows us not only to reduce the cost dramatically for our advertisers, but also to speed up the entire process, taking days out of the normal advertising approval and reproduction cycles. That allows more creative time and will allow our advertisers to buy advertising closer to press time. Just as importantly, we are also now able to enhance advertising reproduction quality in our titles by, for the first time, being able to agree contract proofs with our advertisers – colour and black & white – without imposing a significant cost or process hurdle on them. It's a huge step forward."

Richard Horwood, Chairman of Vio Worldwide, added: "We are delighted to have won the endorsement for VCSP from the Telegraph Group, another of the country's top newspaper publishers. No serious advertising provider can now afford not to have this capability. VCSP has quickly become the preferred ad delivery method for many advertisers, not only because it slashes the cost and time involved in advertising reproduction processes, but also because it is the only

colour-managed contract soft proofing system for advertising. Integrated with Certified preflighting of ads to each publisher's specs and Vio's leading automated digital delivery solution, it is a key part of creating a fully digital advertising supply chain."

#### **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 page composition; digital asset management; automated, remote preflighting solutions; colour-managed soft proofing; standards-based integration of business and production 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 JDF, AdsML and ebiz for media. Vio Worldwide is part of Leo Capital plc ([www.leocapital.com](http://www.leocapital.com)), a UK-based quoted company with over £200 million in assets.

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