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THE TRANSMITTER

AdSEND Announces Al Edwards As New President

Vio Inc., which does business as AdSEND in the United States, is pleased to announce the appointment of **Al Edwards** as President. Edwards, a member of the Executive team of Vio Worldwide, is overseeing the Vio/AdSEND business in the US.

Edwards joins us with over 30 years of experience working with printing and publishing technology companies.

"I am delighted to join Vio, which has the product and technology to help publishing companies attain growth, in both print and online, while saving money and improving on quality," said Edwards. "As they reach new levels of success, so will we."

Most recently, Edwards was President and Director at Advanced Technical Solutions (ATS), a solutions provider for producing newspapers, managing the advertising process and maintaining publishing systems. While there, his successes included the development of a major piece of the Microzone Publishing Solution within

the Tribune organization, which allowed for citizen journalism and locally-generated advertising.

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Edwards also served as President of Autologic Information International after its merger with Triple-I. Prior to that, he was CEO and Chairman at System Integrators. Finally, his career includes positions with Atex Inc. plus work as an industry consultant.

"Al is an experienced and respected executive who has an impressive track-record of expanding highly successful businesses," said **Alan Darling**, Executive VP.

"We are extremely pleased to have him leading our US operations."

File Delivery System Q&A

In an article recently published by *Publishing Executive* magazine, AdSEND Executive Vice President **Alan Darling** answers questions from Peter Beisser, and speaks to issues of interest to publishers considering purchasing file delivery systems.

Q: *What is the biggest mistake publishers make when it comes to working with file delivery systems?*

A: Limiting their view of what a file delivery system should be. Is it simply a replacement for a CD in a FedEx package, or something more?

We believe it should be the “store front” to a Digital Supply Chain.

The tools provided to the senders should add value to their process while enforcing the standards required to ensure that the files they send match the specifications to make them run smoothly through the target workflow. The tools should also capture metadata as far upstream as possible. This metadata will allow both senders and publishers to track and measure performance – if you measure it, you can manage it!

Q: *What are the biggest differences between the delivery solutions we see today and what was available just a few years ago?*

A. Primarily, the “under the hood” items have improved. Five years ago, you would not be talking about an integrated ad portal – the underlying infrastructure would not support it.

Now the users of the AdPORTAL skip from app to app under the control of an Agent that is possibly talking to servers in different continents, and they do not even notice it.

Interestingly, it is also the standards organizations like CIP4 (with JDF – www.cip4.org), CGATS (Committee for Graphic Arts Technology Standards – www.npes.org/standards/cgats.html) and AdsML (www.adsm.org) that have contributed greatly to this. Their tireless, and often unappreciated, work has allowed us to look at our industry as a Digital Supply Chain. They provided the order out of the previous chaos to allow us to develop tools that build the bridges between the previously isolated islands of automation that exist in all our workflows – and especially linking workflows in one enterprise to another.

Q: *What should publishers expect in the coming year in terms of new technologies to help improve their digital workflow processes even further?*

A: Capture metadata as far upstream as possible as unobtrusively as

possible, and then use this information to manage or even automate your systems.

The tools are available in the aforementioned standards. Groups like IDEAlliance (www.idealliance.org) and the Ghent Workgroup (www.gwg.org) are doing sterling work in looking at the standards and applying them to “real life” applications.

We will continue to see additional functionality in AdPORTALS, and different deployment methods – that being the way that the applications work. For example, Adobe’s acquisition of Macromedia is going to bring forth some interesting, fast and user-friendly ways of presenting AdPORTALS to users.

The end game to this is the digitally integrated publishing environment, which benefits both publishers and ad senders alike.

Ironically, we are being pushed there by legislation (specifically Sarbanes Oxley) that mandates that businesses need to have auditable trails for their business transactions.

The current state-of-the-art in the business of exchanging advertising orders is fax! Yes, a hard copy, paper-based solution in 2007.

File Delivery System Q&A cont'd

This will be changing, and the adoption leaders are already in the throes of implementing this. AAAA (American Association of Advertising Agencies – www.AAAA.org) and MPA (Magazine Publishers of America – www.magazine.org) are cooperating in an initiative called ebiz for media (www.ebizformedia.com) that addresses the intercommunication between the buyers and sellers of media – specifically print media.

The adoption of this technology will allow print media to compete more effectively with the plethora of other advertising media available to brands.

In this digital publishing environment, all parties win because we call all exchange time-critical business and advertising material in a more timely and accurate manner, while making it easier for the advertisers to use print media as part of their multi-media campaigns.

One of the best ways for publishers to learn more about this is to become involved and participate with both time and money in events and seminars with the aforementioned organizations. (See the web sites for details.) After all, knowledge is power.

Now Available to You: Tech Support Stickers



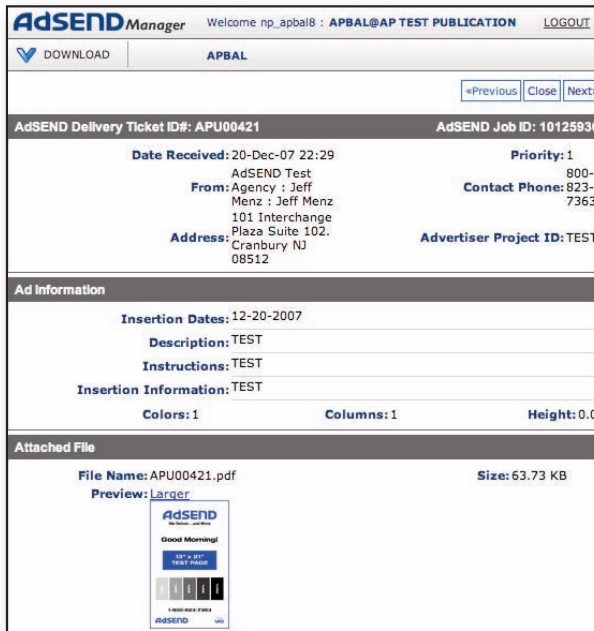
Removable stickers for placement onto your computer monitor or laptop keyboard with AdSEND's 24/7 technical support number and email address are now available. Our contact information will always be on-hand whether you have an emergency or a quick question for our staff. All AdSEND customers will receive a sticker in the coming weeks. If you do not receive yours, or if you need multiple stickers, call us at 1-800-T-ADSEND (1-800-823-7363) or email adsendsupport@adsend.com.

AdSEND Manager News

Beginning early in the new year, publications going to apadsend.com to download their ads will automatically be redirected to adsend.com. This site, also known as **AdSEND Manager**, offers improved and enhanced functionality to retrieve ads at no additional cost. In addition to instant email notification when an ad arrives for a publication, ads can be downloaded from any computer anywhere, anytime.

When users log in to AdSEND Manager they'll see a listing containing all of their ads. No more separate light boxes to toggle back and forth! They then select the applicable ad and click download, or double click and open the delivery ticket to obtain more detailed information. Delivery tickets also now include a thumbnail of the ad with a preview of the file attached. Users may print the delivery ticket containing the thumbnail for record keeping or internal tracking purposes.

If an ad runs again or has been misplaced, users may log in to their



With AdSEND Manager, users see Delivery Tickets with HTML thumbnails of their ads.

account, locate the ad and download it again, saving valuable time. When ads expire they are removed from the account, so what users see is a direct reflection of the ads stored on the AdSEND system.

Managing accounts couldn't be easier. With a simple click of the Admin link, users can change their password, account settings and more. Plus, there is no limit on the number of individuals who can have an account. To set up an AdSEND Manager account, call 1-800-T-ADSEND (1-800-823-7363) or email adsendsupport@adsend.com.

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