



## News Release

September 16, 2008

# AdSEND adopts Websend as next generation technology and business platform

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

Cranbury, NJ September 16, 2008 -- AdSEND, a division of Vio Worldwide, 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 AdSEND business as a whole. In an exclusive agreement, AdSEND has licensed the innovative Websend browser-based solution for the US, UK and Canada from Websend (part of the Omnilab portfolio of companies).

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

"The partnership with Websend was an important strategic decision for AdSEND and will provide the publishing and advertising industries with the most powerful and flexible ad management and delivery solution possible," said Al Edwards, President of AdSEND. "We fundamentally changed our platform in order to support our growing customer base and their desire to shift to a SaaS (Software as a Service) model. By implementing the technically advanced Websend as our core technology we can offer considerable benefits and value to advertisers and publishers through a highly automated web-based advertising preflight and delivery system. The new platform is backed by Websend's considerable R&D resources and provides a powerful foundation to develop the AdSEND service to meet our customers' media needs."

By moving to a fully centralized web-based system, both high volume and occasional users will find it very easy to register and immediately use the AdSEND system from any web browser—neither downloads nor desktop software are 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 publisher's specification. The service can also provide automated corrections according to publication specifications, including ink weight conversion and image resolutions, which are all controlled through the one interface.

The new Websend-enabled AdSEND service will bring financial benefits to publishers, many of who host branded online AdSEND-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 in avoiding costly errors, disputes and time-consuming reconciliation.

"Automating ad receipt into booking and billing systems will save newspaper and magazine publishers significant amounts of time and money and will streamline their businesses," said Al Edwards.

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, "AdSEND's decision to adopt Websend as its cornerstone technology further cements Websend's strategic international expansion. AdSEND 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 the US, UK, Canada, Australia and New Zealand through a single web-based interface. AdSEND 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 AdSEND will complete the migration of its technologies and publisher portals to the Websend platform by March 2009.

#### **About AdSEND:**

AdSEND specializes in hosted solutions that join businesses, processes and communities through innovation. The company offers a broad spectrum of tools serving the diverse needs of the publishing industry. Tens of thousands of users around the world depend on AdSEND—advertisers and their suppliers for automating ad creation, proofing and fulfillment, and publishers for their ad checking and managed reception. AdSEND is a division of Vio Worldwide, Ltd., which has offices in the U.S., U.K., Israel and France. Vio Worldwide is part of LMS Capital plc ([www.lmscapital.com](http://www.lmscapital.com)), a UK-based quoted company with over £250 million in assets.

#### **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, AdsML, and PDF/X. Websend also publishes an API for seamless 3<sup>rd</sup> party system integration. [www.websend.com.au](http://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](http://www.omnilab.com)

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