

ONEVISION SOFTWARE AT THE WORLD PUBLISHING EXPO 2016

With its innovative software solutions, the German company demonstrates at the international newspaper fair in Vienna how valuable time can be saved, while at the same time a higher print quality can be attained via a high level of automation in the prepress. The focus here is on the innovative 4D colour management technology, automated image optimisation, uniform solutions for a print workflow and cross media publishing software.

Regensburg/ Vienna. Against the backdrop of an information flow and ever-present time pressure, time factors are becoming an even more valuable resource. Newspaper publishers throughout the world are confronted with the challenge of filtering out what is most important from the plethora of information and images each and every day to present this to their readers in the best quality as quickly as possible in print and digital media. OneVision Software AG, the international provider of software solutions for the publishing, printing and media industry, will be showing how newspaper publishers can rise to meet these challenges by using the latest technologies, while simplifying and automating ever more complex workflows at the World Publishing Expo in Vienna from 10th to 12th October. An increased degree of automation in newspaper printing allows publishers and printing shops to attain essential quality improvements as well as time and cost savings.

One of the most innovative highlights is offered by the new functions of the preflighting software Asura, which is used by newspaper publishers worldwide, for example the Financial Times, Mail Newspapers UK or also the taz, for a reliable and efficient production process along with the standardisation and optimisation of print data. Asura can now also be used as a continuous 4D colour server: "The new 4D colour management technology makes colour conversions and language change much easier and more reliable. Black components are retained during colour transformations – even when resolving transparencies. With this technology, we see ourselves as well prepared for the forthcoming PSO conversion and associated colour adaptations." states Thomas Ovelgönne of Druckhaus Waiblingen when talking about his experience with the 4D colour management technology from OneVision.

In the area of automated image processing, OneVision is also setting new benchmarks and presents its customers an advanced version of the successful image processing software Amendo. The highlights of Amendo 3.9 include features like "metadata processing", "automatically brightening teeth" or "automatic brightness optimisation". That means the image processing software is responsible not only for optimising colour brilliance, sharpness, contrast, brightness etc., but also picture retouching, which previously had to be done manually. That speeds up the image processing procedures for newspaper publishers enormously. Readers also have the advantage of higher picture quality.

With the RIP software, PlugRASTER-HDin, OneVision has set a new standard in newspaper printing: the new homogeneous HD technology combines the best of AM and FM. This now makes it possible to print newspapers in photo quality without additional expense. Moiré effects and rosettes are prevented. The finest details can become visible – even in the critical mid tone range. The RIP also has a positive effect on ink consumption.

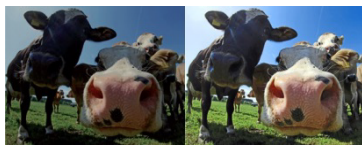
Even in the digital field, newspaper publishers put their trust in OneVision's innovative solutions. Thus the Salzburger Nachrichten, amongst others newspapers, publishes its daily publications using Mirado. The digital publishing tool publishes print PDFs quickly and easily on all end devices. Thanks to the use of videos and audios, multimedia reading experiences can be created, while sending push messages makes it possible to interact with the readers. The result: the reader circle can be extended significantly and the use of a comprehensive analysis tool allows reader behaviour and needs to be understood much better.

You can discover more information about the software solutions from the Regensburg-based company for three days at booth C666.

Contact:

OneVision Software AG
Dr.-Leo-Ritter-Straße 9
93049 Regensburg
Karin Fenk
+49 941 78004 456
karin.fenk@onevision.com
www.onevision.com

Picture credits:



1. OneVision's fully automated image enhancement software Amendo



2. Mirado – OneVision's digital publishing solution



3. The new 4D colour management technology



4. Printing in image quality with PlugRASTER-HDin