PRESS RELEASE

Company Contact:
Kathrin Schwägerl
Tel: +49 941 78004 450
Email: PressOffice@OneVision.com

OneVision@IFRA Expo 2011: ePublishing, Image Enhancement and Tablet-Optimized PDFs

International software provider to showcase its latest innovations in Vienna, booth #A525

Regensburg, Germany – 28. September 2011 – OneVision, a global provider of prepress and premedia software solutions to the printing and publishing industries, has announced that it will be presenting its latest software innovations at IFRA Expo 2011, taking place from October 10 – 12 in Vienna, Austria.

Asura 11.5: Creating Lean PDFs

At IFRA Expo 2011, the company will unveil Asura 11.5, the latest version of its flagship solution for automated file correction, optimization and normalization. This version now comes with an option to create so-called Lean PDFs: thanks to a new sophisticated calculation method, these PDFs are being considerably reduced in size while at the same time they are optimized for the use on tablet and mobile devices or as an ePaper.

Stefan Bittner, Product Support Manager at OneVision, explains: "For many years, publishing and printing houses around the world have been relying on Asura to create rock-solid, flawless PDFs for print. With the surge of tablet and mobile devices, their needs are evolving – and so is Asura. With the latest version Asura 11.5, our customers are now able to create extremely small PDFs for use on these devices, all while maintaining the high quality and display accuracy of the original PDF."

Mirado: Presentation at the WAN-IFRA Media Port

OneVision's show highlights will also include the ePublishing solution Mirado: this tool allows hybrid PDF production for print, web and mobile use. Multiple use of the print ad space – e.g. for

videos, animations and links – combined with personalization capacity to target individual groups offer new revenue opportunities. Mirado's latest capabilities enable multi channel and multi platform publishing. In just a few clicks, Mirado converts print files into a rich media publication that provides an entirely new user experience when reading news or periodicals on the go. The connection to several shop systems allows the distribution of paid content.

OneVision's Mirado will equally be present on stage: on Wednesday, October 12th at 14.00h, Mr. Abdulmotaleb Dayem from the publishing house Dar al-Hayat will be speaking on "The simplicity of Cross-Media Delivery" at WAN-IFRA's Media Port and will outline his experiences with OneVision's Mirado while developing an online strategy for the company's publications.

Clear Rendering Technology within Amendo

Last but not least, OneVision will unveil a new version of Amendo, OneVision's software tool for automated image enhancement. Amendo provides printers and publishers with professional-quality image enhancement and color correction that can significantly reduce the time and effort needed to process images and reduce time to press.

"We're proud to introduce Amendo 2.8 at this year's IFRA", states Volker Weigert, Product Support Manager at OneVison. "In this version, we have added an outstanding new functionality called Clear Rendering: this technology removes impurities of yellow tones which are introduced by conventional CMYK ICC profiles, thus avoiding any disturbing green effects. What's more, critical images can now be excluded from unnecessary processing in the first place, helping customers to speed up their image workflow. Finally, thanks to the new Amendo Job Ticket API, Amendo can now be easily integrated into Third-Party workflows or applications such as editorial systems or image databases."

OneVision is cordially inviting all IFRA Expo guests to visit booth #525 in Hall A where OneVision product experts will be on hand to provide information and give live demonstrations of the aforementioned products.

About OneVision

OneVision's state-of-the-art premedia software is used every day by the world's largest newspapers and magazines, leading publishers, commercial and digital printers as well as companies in the emerging area of on-demand publishing. By streamlining workflows and automating production processes, OneVision's flagship solutions allow organizations to save time, reduce costs and ensure the highest level of quality for printed materials. Headquartered in Germany and with locations in the U.S., United Kingdom, France, Brazil, Singapore and India, OneVision continues to bring new solutions to companies worldwide.

For more information, contact OneVision at +49 (0) 941 78004 0 or visit www.OneVision.com.

# # #