# ProcSet
# *Workflow*
# *Solution*

Basic functions

procset
MEDIA SOLUTIONS

# New *paths* in advertisement production

The ProcSet Workflow Solution is an innovative software system for the publishing industry. The entire process for producing advertisements is reduced to just a few manual steps and includes everything from the receipt of data to the review and handling of artwork along with the production-secure transmission of files to pagination. It links all the participants involved in advertisement production without any media interruptions thanks to perfect logistics and ensures an ideally integrated workflow.

**Customers**

**Advertising sales representative**

**Typesetting**

**Prepress**

In this way, advertising sales representatives, internal and external typesetting service providers and employees in prepress become real online partners.

To overcome the challenges of largely automated advertisement production, the ProcSet Workflow Solution provides the following basic functions that can also be individually adapted to the specific needs of customers:

## 1. Digital job jacket
Efficient administration of all the data related to a job with individual access for all actors.

## 2. Embedded in commercial systems
Bidirectional integration of the established booking systems with direct access to the data of the job jacket.

## 3. Checking, correction, conversion
Embedded Adobe® and callas® technology for the greatest production security and convenience.

## 4. Embedded typesetting including administration of logos and samples
Ideal integration of design tools in digital job jacket.

## 5. Integrated correction workflow
Automated correction workflows in different variations, among others through comments in PDF files.
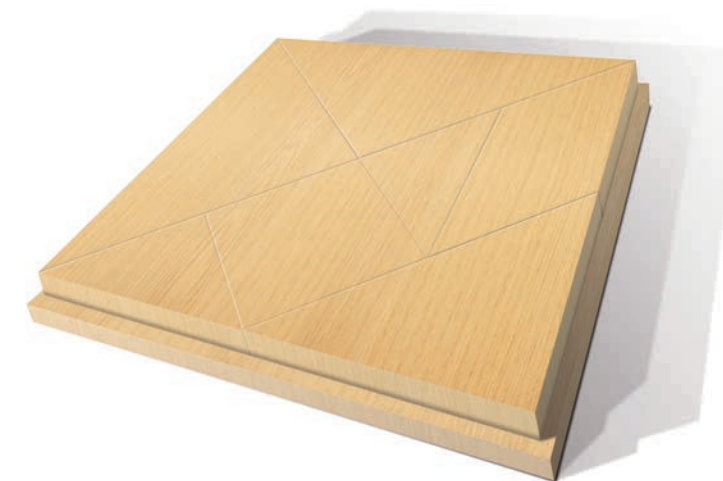
## 6. Advertising portal
Integration of all participants in the production process irrespective of location thanks to internet portal solution.

## 7. Reports and statistics
The supplying of all production data for detailed process analysis and optimisation.
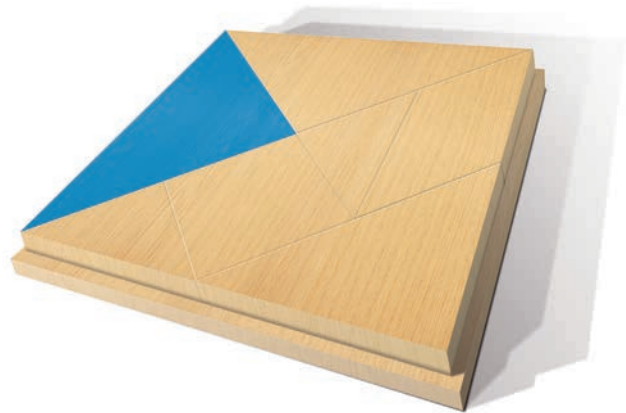
## 8. Innovative workflow toolbox
Convenient configuration of all functions for ideal process design.

# Digital
## *job jacket*
## connects

**The cornerstone of digital advertisement production.**

All the components and documents that belong to an advertisement job are administered in the digital job jacket. All the actors have access to the contents in accordance with their finely differentiated rights.

Overview:

- Automatic filling of the digital job jacket via email and other import mechanisms, intelligent determination of which delivery belongs to which job

- Clear display in browser thanks to the sophisticated type system of the contents

- Review and converting of components through integrated Adobe® technology

- Extensive workflow functions for the ideal division of work among the teams involved

- Closely linked to the internal administration of logos and samples

- Direct integration of design tools such as InDesign and Photoshop

- Comfortable integration of the correction workflow with comments for the correction proofs on a PDF basis

- Archiving of the jackets in PDF form with the contents attached

- Internal archiving and integration of external archive systems

**The deep integration into the commercial system makes the entire process extremely efficient.**

In the interest of highly streamlined advertising production, it is sensible to ensure that the greatest number of job jackets are transferred to the technical team immediately upon the processing of the job.

For this reason, the integration of the ProcSet system in the commercial environment has been designed so that the commercial as well as the technical view is possible at the same time and the processing of the jackets is thus limited to a few manual steps.

Overview:

- Integration of many established booking systems such as IS-M/AM, Vi&Va, Compass advantage, JJK

- Bidirectional interface with feedback on status and sizes

- Direct access to the contents of the job jacket for the processing of the order in the booking system

- Integration of sample set editors in the overall concept of the digital job jacket

- Complete embedding in the IS-M/AM interface via CIC integration
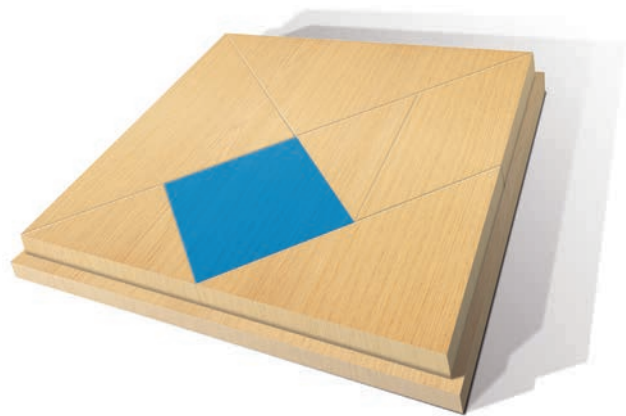
- Artwork previews via the IS-M/AM job list

## Embedded in
## *commercial*
## systems

## Comfortable *testing, correcting* and *converting*

### Production security through standards.

The testing mechanism integrated into the ProcSet Workflow Solution provides all the important technical information about the geometry, colour spaces, image resolutions, typefaces and much more. ¬Corrections can be easily made with internal funds. The embedded technology of Adobe® and callas® are available for this.

Overview:

- Integrated preflight checks and corrections for PDF, EPS and image formats via Adobe® and callas® technology

- Testing and conversion settings can be configured in the browser

- Creation of previews and soft proofs

- Display of problems via the preview layers for the artwork

- Conversion of postscripts, EPS, PDF and image formats with numerous adjustable parameters like output in ASCII or binary format, image resolution and postscript level

- Colour space transformation with ICC profiles

- Reduction of the total colour amount with DeviceLink profiles

- Adjustment of spot colours

- Integration of typeface

- Calculation of geometry with white space removal
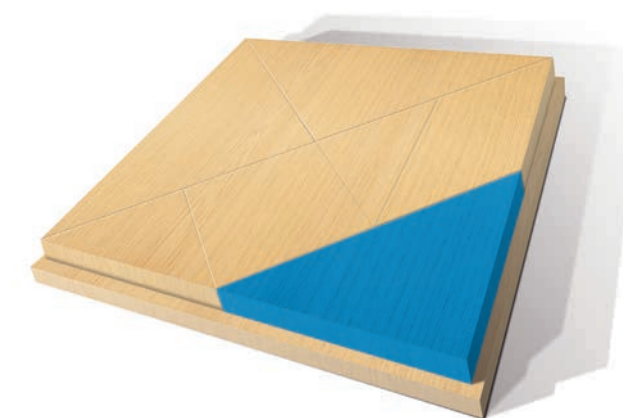
- Removal of crop marks

### Save time designing thanks to the complete integration of the typesetting in the digital job jacket.

In the editors such as InDesign, you have not only the specifications for booked sizes and colour schemes, but also very convenient access to all production-relevant jacket components as well as logos and samples. Correction proofs are automatically sent to the sales representative or the customer without any manual action, and feedback is also automatically included in the job jacket.

Overview:

- Integration of InDesign, QuarkXPress, MultiAd Creator with Windows and MacOS

- Support of sample set editors

- Specifications for document size and colour range according to job

- Integrated logo and sample administration

- Automated PDF/EPS production with subsequent creation of preview, soft proof and test results

- Automated production of proofs that can be commented on in PDF form

- Perfect support of the correction cycle up to approval

- Automatic or manual distribution of typesetting jobs to various teams

- Integration of typesetting service providers via the web portal

## Embedded *typesetting*

## Integrated *correction workflow*

**Automated correction workflow contains tremendous streamlining potential for the entire production process.**

The ProcSet system includes a number of options for sending or providing correction proofs by email, fax or the web portal.

The most elegant part is the PDF correction management. It is possible to exchange PDF proofs with comments between typesetters, sales representatives and customers, whereby the scope of functions dynamically adjusts to Acrobat® Reader or Acrobat® Standard. You receive a very convenient overview in the job jacket and portal if artwork has been released or if corrections are to be made.

Overview:

- Automated sending of corrections via email or fax with configurable text modules
- Correction workflow via web portal
- Proofs with comments on a PDF basis
- Automatic inclusion of feedback in digital job jacket
- Clear history of corrections with analysis option
- Complete inclusion in the status concept of the entire system
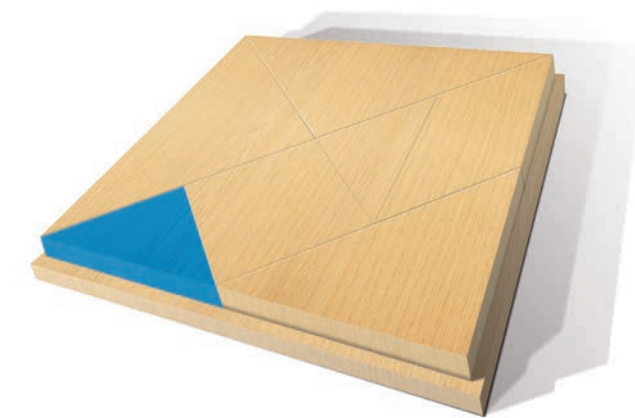- Release option by sales representative or customer via email, web portal and PDF form

**Internet-based inclusion of customers, sales representatives and service providers.**

The portal solution lets you achieve the integration of all the process participants in the overall system independently of place and outside the publishing house network. This component is an ideal communication platform for the transmission of both job and production data.

Overview:

- Uploading of artwork linked to job and automatic comparison of the booked geometry with the delivered artwork
- Feedback from test reports with marking of the problem areas in the preview
- Soft proof
- Uploading of advertisement components
- Illustration of the digital job jacket with manuscript as PDF form in the portal
- Workflow support with status concept
- Correction workflow on a PDF basis

- Internet-based distribution of typesetting jobs to service providers and inclusion of the finished artwork in the digital job jacket
- Support of external sales with clear presentation of already input advertisements and the entry of new jobs

## Web-based *advertising portal*

## Detailed
## *reports & statistics*

### Detailed production reports as the basis for the optimization of processes.

The ProcSet system has a high-performance reporting function for the analysis of all the production processes from the assumption of data to the transfer of the production-ready artwork.
Independently of the day it appears, the product, the rubric and other parameters, it is possible to produce comprehensive reports and make them available for further processing, e.g. in Excel.

In the event that production is divided up through the inclusion of service providers, reliable invoicing procedures can be implemented on the basis of this.

Overview:

- Creation of production reports according to selectable criteria

- Overview of required production times

- Assessment of the amount of processed artwork

- Course of processing

- Automatic production of reports at defined times

- Export of reports in standard formats for further assessment

### The workflow toolbox is an innovative approach to the development of production processes from basic functions in only a few manual steps.
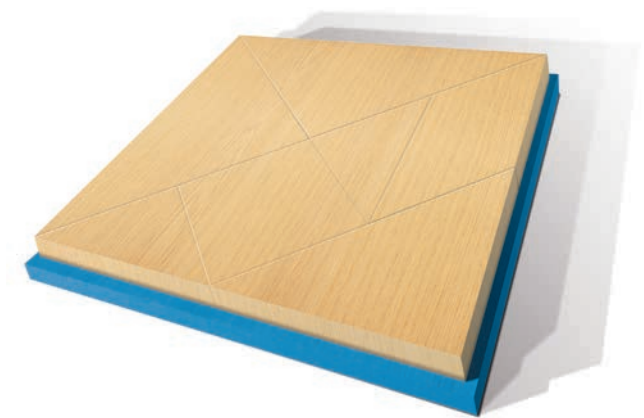
The basic concept of the ProcSet system is to provide the greatest flexibility and minimal effort in the implementation of the desired processes.

Therefore, adjustments are fundamentally made via the configuration of basic functions in the browser-user interface. This spares you the otherwise standard configuration files and script programmes. Requests that are changed later can easily be adjusted in a few manual steps without requiring the support of the software supplier.

Overview:

- System configuration solely in the browser-based user interface

- Combination of workflows from elementary, repeatedly applicable individual actions

- Countless basic functions for import and export mechanisms as well as artwork and jacket processing

- High flexibility through action lists and branching

- Integrated authorisation concept

- Testing, correction and conversion functions as integrated components of the workflow toolbox

## Innovative
## *workflow toolbox*

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