



NEWS RELEASE

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Vio Appoints New Account Manager To Drive Certified Soft Proofing Solution

Vio Worldwide has appointed technology solutions sales specialist Jerry Holifield to manage the implementation of Vio's Certified Soft Proofing solution, launched earlier this year, which streamlines digital colour proofing, preflighting and delivery of newspaper and magazine advertisements.

Jerry has extensive experience in the technology and printing industries, having held a number of senior positions with a focus on the creative sector, specialising in colour solutions. Through top level sales roles at companies such as Response Colour Systems and CJ Graphics, he has acquired in-depth knowledge of colour printing technologies and colour calibration, having supplied all major manufacturers' solutions to his customers.

"The marketplace is currently confused with many different methods for colour ad delivery, with hard contract proofing being both expensive and time consuming", explains Jerry Holifield. "VCSP massively reduces production time and cost, whilst still providing a contract proof between advertiser and publisher. The industry needs one standard solution like this that is reliable, cost effective and easy to use, particularly in a climate where ad revenues continue to fall, especially for print, making it ever more pressing to take costs out of the production process.

"The installed base of VCSP users are very pleased with the quality of the ads being produced and the savings involved", Jerry continues. "My goal for VCSP moving forward is to develop it to become the industry standard for sending colour ads to national and regional press and magazines. With major UK publishers such as Associated Newspapers and the Telegraph already in our soft proofing client base, I'm looking forward to expanding further in the UK, as well as developing the solution for continental European and other international markets."

Richard Horwood, Chairman of Vio Worldwide, adds: "As we are moving towards ever more integrated and automated publishing workflows, we are keen to add experienced people with in-depth knowledge and understanding of our customers' needs, to help them gain maximum benefit from the solutions we offer. Jerry brings a technical expertise and creative background to the role, and he is already proving to be a great addition to our team."

Prior to Vio, Jerry Holifield was Sales Director at The Magic Music Company for two years, where he tripled the number of accounts in the first three months of employment. Other positions during his 20-year career include Sales Director at CJ Graphics from 1994 to 2001, and developing a specialist colour team at Response Colour System from 2001 to 2003. Jerry holds an HNC in Electronic Engineering from Oxford Polytechnic.

ENDS

About Vio:

Vio offers a suite of software products, network provisioning and management expertise with 24x7 managed services for the intelligent distribution and collaborative management of advertising and digital media across the entire graphic arts supply chain, with guaranteed delivery. Serving the market need for automated and integrated workflows for digital ad delivery, online preflighting, ad composition, digital asset management and remote proofing and printing.

Vio chairs the Asset Transfer Committee of CIP4, leading the way in JDF solutions. Vio is also a member of the Steering Committees for both AdsML and SPACE/XML, the global advertising standards initiatives.

www.vio.com

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