



News Release

VIO LAUNCHES CERTIFIED SOFT PROOFING IN ADSEND AND ADDS GUARDIAN NEWS AND MEDIA TO PROOFING TITLES

Vio has replaced VCSP2 by launching the world's first integrated calibration and proofing solution in a browser application

30th September 2009 - Four years ago, Vio changed the pre-media landscape by enabling advertisers to confidently deliver colour display advertising directly to publishers by using Vio Certified Soft Proofing (VCSP). That software has now been completely redeveloped and is being offered as part of the AdSEND browser application.

Vio Worldwide and Integrated Color Solutions Inc. (ICS) have extended their long term OEM partnership to deliver browser based Certified Soft Proofing and calibration that simplifies and streamlines the previous VCSP2 workflow, opening up increased levels of quality assurance to all ad senders.

With Certified Soft Proofing as part of AdSEND, publishers now have the ability to either mandate a soft proof or offer it as an option by publication or even by advertising type. This now means that they can provide a value added service to improve quality assurance on any advertising type across their portfolio.

In conjunction with the new software launch, Vio is delighted to now offer Certified Soft Proofing to the Guardian and Observer newspapers, which are available immediately. The new titles will join existing VCSP publications from Associated Newspapers, Mirror Group, Telegraph Media Group and News International. Vio will run the new Certified Soft Proofing system in parallel with VCSP2 until October 18th 2009, at which time VCSP2 will be closed down.

Gavin Page, European Sales Director of Vio Worldwide, said, "This latest innovation in AdSEND marks the world's first 100 per cent browser based integrated calibration and proofing solution. The decision to extend our relationship with Integrated Color Solutions, Inc. comes from their position as providers of the most complete suite of colour accurate virtual proofing products on the market – their solution is widely recognized as best of breed."

"Vio approached us with a challenge to move their solution to the browser, including the calibration itself. As our oldest and strongest European OEM partner, we collaborated with them to specify and produce this and their proposal offered an exceptional opportunity for our joint customers." said Vicki Blake, VP Business Development at ICS. "As a result, we have delivered outstanding colour calibration and full proofing without the need to install any client application locally. With this built into the AdSEND workflow, the result is a solution with genuine benefit to publishers and advertisers with which we are proud to be associated."

To sign up to the world's premier managed ad delivery service go to www.adsend.com or call the Vio sales team on 020 7427 2150. Existing AdSEND customers with any queries about Certified Soft Proofing should also contact Vio Sales or Support.

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ABOUT VIO WORLDWIDE:

Vio Worldwide provides solutions to streamline and brand digital supply chains. The tools to achieve this include: customer-facing service portals; automated advertising creation; digital asset management; automated, remote preflighting solutions; colour-managed soft proofing; standards based integration of business and operations systems, including insertion management and booking reconciliation; securely managed, tracked and automated online delivery; and innovative network design and outsourced 24/7 network management. Vio Worldwide leads the way in technology standards, participating in XML standards setting bodies for online and print media. It has offices in the U.S., U.K. and France. Vio Worldwide is part of LMS Capital plc (www.lmscapital.com), a UK-based quoted company with over £250 million in assets. **www.vio.com**

For further information, please contact:

Gavin Page, Vio Worldwide. T: 020 7427 2150 E:gpage@vio.com

Ruth Clark, Splash!PR. T: 01580 241177 E: ruth@splashpr.co.uk