



## **NEWS RELEASE**

20th March 2008

### **Vio Worldwide Signing Key Customers, Significantly Increasing Use of ICS Remote Director in Europe**

*London - News International Ltd, the UK subsidiary of News Corporation, today announced Publications, agencies, brand owners, and printers worldwide eliminating hard copy proofs and courier services; saving time and money without sacrificing quality or color integrity*

New York, NY -- March 20, 2008 – Increasing numbers of customers using the Vio Worldwide Certified Soft Proofing module are now utilizing Integrated Color Solutions' Remote Director as their monitor proofing solution. At more and more customer sites -- publishers, agencies, brand owners, and printers – Remote Director provides color file review and verification accuracy, allowing Vio VCSP users to review and approve color proofs and high-end color ads collaboratively, reliably and in real time, online.

Vio began working with ICS and Remote Director in 2005, when it developed and installed VCSP -- the world's first end-to-end, color-managed, preflighted and Certified, Digital Supply Chain for color advertising -- at Associated Newspapers Limited in the U.K and subsequently at Associated's advertising supplier sites. This solution demonstrated the feasibility of reducing the cost of sending color advertisements to newspapers without compromising on quality, color integrity and the security of hard copy proofs.

#### **High Profile Vio Customers Using Remote Director**

Since then, VCSP has become a trusted and proven solution for other publications as well as those submitting ads to them. Vio has implemented this preferred workflow with key players throughout the industry, among them the Telegraph Media Group Limited, News International Ltd., the UK subsidiary of News Corporation; and most recently Mirror Group Newspapers, Trinity Mirror's national newspaper operation in the UK. This level of activity reinforces Vio's position as one of ICS's largest OEM partners.

News International reports that VCSP and Remote Director are ensuring customers can send digital files that "meet our publications' stringent color requirements, while giving our operations team a detailed record of the submission."

Mirror Group reports that VCSP and Remote Director have helped the company to "achieve its aims of providing outstanding color print quality for our advertisers, making the submission process as easy as possible and reducing the cost to the advertiser by up to 90%."

As the acceptance of monitor proofing has continued to grow, publications worldwide have chosen and installed Remote Director as their monitor proofing solution of choice. Remote Director offers so much time-saving and file integrity assurances – including cross platform and cross monitor color accuracy through to SWOP and GRACoL standard support and real-time collaboration – that increasing numbers of workflow system suppliers and their customers are eliminating hard copy proofs and the courier services that carried them.

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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; color-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., Israel and France. In the US, the company does business as AdSEND, which specializes in the development of solutions that link workflow partners in innovative ways that allow them to not only exchange files, but also vital information about those files.

Vio Worldwide is part of LMS Capital plc ([www.lmscapital.com](http://www.lmscapital.com)), a UK-based quoted company with over £250 million in assets.

### **About Integrated Color Solutions:**

Established in 2000, Integrated Color Solutions (ICS) pioneered accurate monitor proofing technology and today is the only provider to offer the full range of proofing capabilities – from the simplest to the highest end, color-accurate applications – in real time, on any mix of computing platforms and workflows, at any location in the world.

The company's flagship product, Remote Director, streamlines relationships between clients, agencies, photographers, prepress professionals, publishers and printers. ICS clients worldwide have been able to increase their margins and efficiencies by significantly reducing time to market, shortening critical supply chains, and enabling production of higher quality products, all while saving money and time.

Digital imaging and color science excellence are the hallmarks of ICS' research and development team, responsible for several existing and pending ICS patents. The resulting technologies combine superior imaging with flexibility, practicality, and easy integration with the many hundreds of workflows in existence – making ICS the first choice of users and vendors alike.

Integrated Color Solutions (ICS) is a privately held company with offices in New York City and Carlsbad, CA. In addition to selling directly via a worldwide distribution network, several OEM and integration partners have incorporated the same core ICS monitor proofing technology found in Remote Director in their own various workflow components and systems.

**For more information visit the ICS website at:** [www.icscolor.com](http://www.icscolor.com) <http://www.icscolor.com/>

**Editor's Note:** Digital version of our media kit available at: <http://www.icscolor.com/mediakit/>

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**For further information, please contact:**

Gavin Page  
Vio Worldwide Limited  
t: +44 (0)20 7247 2150  
e: [gpage@vio.com](mailto:gpage@vio.com)

ICS Media Contact:  
Judy Sweeney, HSPR  
t: +1 516-771-7512  
e: [judy@helenesmith.com](mailto:judy@helenesmith.com)