



Matchprint Virtual Testimonial: Publisher

Time Inc.

As the world's largest magazine publisher, Time Inc. has long pioneered the use of digital technology to streamline the production process. Time Inc. has been a key driver in the development and adoption of standards for digital ad delivery, and development of submission criteria for digital images. Another important initiative is the integration of monitor-based proofing into their ad production workflow.

According to Guy Gleysteen, Director Paper and Digital Development, "Our big move into PDF over the course of the last year or so was really the first step towards an overall emphasis on automation and efficiency. The two really big pieces of that are electronic transactions between advertising agencies and publishers, and the elimination of hard proofing — bypassing the traditional shipment of the proof to the publisher and then off to the printer — the whole key being an electronic transaction supported by virtual proofing. We have heard consistently from advertising agencies and their clients that 'we need to do this,' and they expect publishers, in part, to take the lead."

Time Inc. spent all of 2003 undertaking a "technology validation process" with the Matchprint Virtual Proofing system, to better understand the color science behind it and to define workflow issues and opportunities. On the color science front, Time Inc. came to the conclusion that, "The technology works," according to Gleysteen. "You can manage color using a monitor." Kin Wah Lam, Time Inc.'s Director of Digital Development concurs, noting that Matchprint Virtual "is consistent. It is reliable and it works. It is a color management system I don't need to worry about. I trust what I see on the screen."

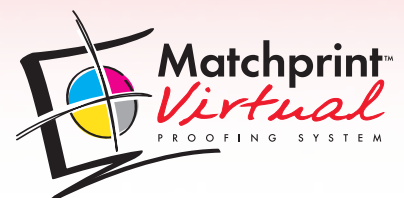
Confident that the technology was sound, Time Inc. ran a test with Quad/Graphics, which installed a Matchprint Virtual Proofing system in the plateroom of its Saratoga plant. For two consecutive weeks in early 2004, select signatures in two issues of Sports Illustrated and two issues of People magazine were printed successfully without hard copy proofs. Presses were started up by "running to the numbers" as defined by SWOP TR 001. Once the targets were achieved and the presses were up to color, the press operator took a sample sheet to the Matchprint Virtual kiosk for a visual comparison. On average, only three or four moves were required to adjust color for each run. As a failsafe measure, the supplied advertiser proof was then checked to ensure no risk to the advertiser. Guy Gleysteen found that Matchprint Virtual "is an excellent way to automate and still give you a visual reference. Overall, our testing has been very successful."

With the broad goal of eliminating hard copy proofs from its advertising workflow and over 130 titles to manage, Time Inc. plans to expand its virtual proofing program. As the publisher continues to refine how best to use the technology within its workflow, there is no doubt that Matchprint Virtual Proofing offers tremendous potential. As Kin Wah Lam notes, "The color technology and color predictability of this system make it a hands-down winner."



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