

## PRESS RELEASE

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### **Al-Ghad signs Deal for OneVision Software Package at WAN-IFRA Middle East Conference in Dubai**

*Jordan's innovative newspaper invests in Software for correction and last-minute editing of PDFs, as well as an InkSaving tool to secure its high-quality production standards*

**Regensburg, Germany – March 07th, 2011** – OneVision, a global provider of prepress and premedia software solutions to the publishing and printing industries, is very proud to announce that Al-Ghad, one of the leading newspapers in Jordan, has made a considerable investment in prepress technology from the German-based software company.

On the occasion of the 6<sup>th</sup> WAN-IFRA Middle East conference in Dubai, Mr. Mohamad Alayyan, Publisher and CEO of Al-Ghad, and Mr. Ramsay McAllan, Account Manager Middle East at OneVision, signed the contract for a software package of Speedflow Basic Plus. *(Picture 1: Mr. Mohamad Alayyan and Mr. Ramsay McAllan sign the contract)*

Al-Ghad, well-known in Jordan for being a true innovator in the field of newspaper publishing, puts a strong emphasis on delivering both professional journalistic content and a printed product of high-quality. When Al-Ghad started publishing its newspaper in 2004, the company had already acquired state-of-the-art printing equipment and has since then continuously enhanced and upgraded its production facilities by investing in cutting-edge technologies.

Now, the company made another key move by opting for the purchase of a software package from OneVision. This investment will allow Al-Ghad to streamline its PrePress production by equipping it with a tool that secures the hassle-free processing of the newspapers' print files. On top of that, the built-in InkSaving functionality will substantially reduce Al-Ghad's

InkSave costs while still maintaining the high quality of production that Al-Ghad has come to be synonymous with.

Mr. Wissam Makhoulf, Production Manager at Al-Ghad, quoted: "This project was achieved within a remarkably short time frame as a result of the close work between Al-Ghad's production team and OneVision's technical developers. During a series of consulting sessions and on-site Workshops in Amman, it became quickly clear that an investment in Speedflow Basic Plus can actively support us in achieving our main goal: to become the undisputed market leader in Jordan. So the decision to acquire the Software was very easy and swift."

*(Picture 2: Mr. Wissam Makhoulf, Production Manager at Al-Ghad)*

Ramsay McAllan, Account Manager Middle East at OneVision, adds: "For us, the Middle East region is since long an important market and OneVision software solutions are already in use at several renowned newspapers in the region. It is really fantastic news for us that Al-Ghad has decided to invest in our software solutions, thus becoming our first customer in Jordan. We would like to thank our partners at Al-Ghad for the trust they have put in our company and are convinced that Al-Ghad will greatly benefit from this investment in our state-of-the-art technology."

### **About Speedflow Basic Plus**

OneVision's Software Package **Speedflow Basic Plus** is an industry-leading tool for the correction, optimization and normalization, as well as data conversion technology for PostScript® and PDF workflows. Comprehensive analysis and data verification provides secure file conversion, optimization and error correction in a LAN environment.

The software tool **Speedflow Basic** itself, consists of two modules that complement one another:

**Speedflow Check** is able to check PDF, PostScript, TIFF and EPS files and repair errors automatically. The files are outputted as PDF files. Speedflow Check provides a detailed log report for every processed file.

**Speedflow Edit** offers full support of WYSIWYG and allows editing and optimizing of text, images, graphics and color in PDF files. With its enhanced functionality, Speedflow Edit exceeds the functionality of basic PDF editing software.

In **Speedflow Basic Plus** the component Speedflow Check has been expanded by the ability to reduce a significant amount of ink. To achieve cost savings CMYK print data is separated. Less expensive black (K) replaces partly expensive chromatic colors (Cyan, Magenta, Yellow). The amount of ink usage throughout the whole document can be reduced without visual variation.

OneVision's software is used by many of the world's leading publishers as well as commercial and digital printing companies in more than 60 countries.

For more information, contact OneVision at +49 941 780040 or visit [www.OneVision.com](http://www.OneVision.com).

### **About OneVision**

OneVision's state-of-the-art prepress software is used every day by the world's largest newspapers and magazines, leading publishers, commercial printers and companies in the emerging area of on-demand publishing. By streamlining workflows and automating production processes, OneVision's software solutions allow organizations to save time, reduce costs, optimize resources and ensure the highest possible level of quality for published and printed materials. Headquartered in Germany and with locations in the U.S., United Kingdom, France, Brazil, Singapore and India, OneVision continues to bring new solutions to companies worldwide.

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