



## **AssureProof Verified Remote Colour Management and Proofing System Released in the UK**

*Industry's only remote hard copy proofing solution to verify and validate jobs against the mechanical and colour specifications*

**London, 17th October, 2005** – AssureProof™, the industry's only remote hard copy proofing solution to both verify **and** validate jobs against the mechanical and colour specifications of the destination publication, has been released in the UK. AssureProof, now available from Quickcut, is the result of a strategic partnership between Quickcut and EFI (Nasdaq: EFII), the world leader in digital imaging and print management solutions for commercial and enterprise printing, and the latest in a series of technology partnerships the company plans to announce over the next 18 months.

Quickcut is also pleased to announce the appointment of specialist systems integrator and colour experts City & West End Solutions to provide installation, training and ongoing service and support to AssureProof users. "This system combines the benefits of consistent digital hard copy proofing with the validated Quickcut digital workflow for the first time and provides a solution that will appeal to many publishers," says Simon Landau, Technical Sales Manager, City & West End.

AssureProof combines Quickcut's popular workflow software for file validation, ICC-based colour management, workflow automation and file distribution technology with EFI's Colorproof™ XF software and a range of output devices to provide a reliable JDF-enabled, colour verified, remote proofing solution. Users of either company's products can easily implement AssureProof through a simple software upgrade. In addition, the AssureProof workflow supports more than 30 ink-jet printers from Canon, Epson and HP, including the popular Canon W2200 and 8200, Epson Stylus 4000, and HP DesignJet 30 and 130 series.

"AssureProof effectively closes the Quickcut production loop by providing a hard copy proof system for advertisers and their clients, confident in the knowledge that the colour curve they are using is provided by the respective publications," explains Joe Jarrett, Quickcut CEO. Companies have long benefited from Quickcut's services, which help designers create and validate files against specific publication specifications, including size, colour, fonts, resolution, ink weight and CMYK separations, before transmission. Publishers can be confident that received ad files conform to their needs. "Now designers and publishers can also produce colour-accurate hard proofs at either end of the process for approval and reference. AssureProof entirely eliminates the need for advertising agencies to send a hard-copy proof to publishers, further reducing cost and time delays," continues Jarrett.

### **Verified and validated proofing - automatically**

In an AssureProof workflow, the content creator uses Quickcut's QuickPrint software in conjunction with Adobe InDesign or QuarkXPress to design an ad for a specific publication guided automatically by that

publisher's mechanical requirements and the correct colour profile, which AssureProof uses to enforce proper colour management throughout the process.

When the completed ad is ready to be proofed, the QuickPrint software automatically checks the layout document to the selected publisher specifications -- verifying size, colour, fonts, resolution, ink weight, and CMYK separations. Accepting the job for proofing automatically triggers Quickcut to create and send a PDF/X file with the publisher's colour profiling to EFI Colorproof XF software for proofing without any additional RIP set-up. A colour bar printed on the hardcopy proof is measured using EFI Colour Verifier™ software, and its accuracy verified using a spectrophotometer. If the printer is properly calibrated and the colours accurate against the specified profile information, AssureProof automatically verifies the proof, writes the measurement values into a JDF file that is sent back into the Quickcut workflow, and records the verification status into a PDF/X file that it sends to the QuickPrint database. Upon downloading the file, the verification status and the measurement values are shown automatically in the Quickcut PageStore software interface.

A verified colour-accurate proof can then be generated on a supported device at any remote site, giving agency users the flexibility to generate hardcopy proofs for client approval or agency reference, and providing publishers with an added level of quality assurance to support digital ad delivery while eliminating the need for advertisers to send a hard-copy proof with the file.

The printers compatible with the AssureProof workflow have been chosen for their ability to cover the colour gamut required to simulate print output by a wide range of printing presses, and users may already own a supported printer, further easing the transition to AssureProof colour-verified remote proofing.

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**NOTE TO EDITORS:** To obtain a digital image of the AssureProof system please email [laura@splashpr.co.uk](mailto:laura@splashpr.co.uk)

#### **About Quickcut**

Quickcut is the world's leading provider of digital advertising workflow solutions, with more than 5,000 companies comprising its broad international client base. The company's flagship PageStore product is widely used by advertisers, agencies and trade shops to send finished ads directly to publishers or printers around the world. In 2003 alone, more than 1.5 million files totaling more than 18 million square feet of print advertising space were carried through the Quickcut PageStore network globally. Additional Quickcut products rely on proven technology to ensure a range of prepress job files will be properly prepared, colour-managed, delivered and validated according to publishing and print specifications -- saving time and resources on both ends. Headquartered in Sydney, Australia, Quickcut LLC has offices and Licensees around the globe, in Australia, Germany, India, Ireland, Malaysia, New Zealand, Singapore, South Africa, United Kingdom, and the United States. More information about Quickcut is available at [www.quickcut.com](http://www.quickcut.com).

#### **About EFI**

EFI ([www.efi.com](http://www.efi.com)) is the world leader in digital imaging and print management solutions for commercial and enterprise printing. EFI's award-winning technologies offer end to end, integrated document management tools from creation to print, including high fidelity color Fiery® print servers that can output up to 2000 ppm; superwide digital inkjet printers and UV and solvent inks capable of printing on flexible and rigid substrates; powerful print production workflow and management information software solutions for increased performance and cost efficiency; and an array of corporate printing solutions. EFI's integrated solutions connect seamlessly, delivering unbeatable performance, cost savings and increased productivity. EFI maintains 22 offices worldwide.

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