



## **NEWS**

For Immediate Release

### **Quickcut UK records 'exceptional' growth as advertisers adopt innovative digital colour ad workflow**

**London, UK: 27th June 2005** – Advertisers in the UK and Eire are increasingly turning to Quickcut to ensure a foolproof method for developing and delivering 'publication-specific' digital files to magazines and newspapers. Quickcut has just celebrated the 600,000th file processed by its advertising workflow solutions for the UK national press alone.

Companies worldwide use Quickcut to source exact ad specifications online for more than 11,000 newspapers and magazines, then validate and deliver them directly to the target publication direct from the desktop. The company has seen the volume of files it handles for UK-based advertisers increase by almost 200% since last year. The growth is attributed to the fact that Quickcut is unique in enabling an end-to-end, colour-managed, pre-flighted and certified, digital supply chain for colour advertising, a position it has held since 2003. Today 65% of ads processed by Quickcut's solutions, are colour managed for specific publications at the point of creation.

"The growth in the use of the Quickcut service over the last year has been quite exceptional," says Joe Jarrett, Quickcut CEO. "The levels of detail we offer, coupled with publisher involvement, are what set Quickcut apart and the keys to ensuring that ads developed using Quickcut solutions are fine tuned for a specific publication, section or page. Not only are more magazines and newspapers using the solution to ensure receipt of validated, colour-managed copy, but a growing number of advertisers are taking advantage of the control, reliability and cost savings they get when creating and supplying copy via Quickcut."

Advertisers are joining the Quickcut UK network to manage national and international digital ad workflows at the rate of five new companies a week. Advertisers include: AMV BBDO, Dell, TAG, Euro RSCG, Ryanair, TMP Worldwide, Leo Burnett, McCann Erikson, and Ogilvy & Mather, to name a few.

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**About Quickcut ([www.quickcut.com](http://www.quickcut.com))**

Quickcut is the leading international provider of digital production workflow solutions to the advertising, publishing and print industries, and the only company that uses each publication's exact production specifications, including colour profiles, to guide and manage advertising materials from the point of creation to the point of print delivery to ensure quality results. The company counts over 5,000 clients and Licensees worldwide distributing more than 1.5 million print advertising files annually through the Quickcut PageStore network. These include: **Advertisers:** JWT, McCann Erickson, DDB London, AMV, M&C Saachi, BBH, Leo Burnett, Euro RSCG, BBDO, Ogilvy & Mather, DDB, EMI, UMI, Time Warner, Ryannair, TUI, Qantas. **Publications:** News Corporation, Financial Times, Conde Nast UK, The Economist, Axel Springer AG, Publiprint (Le Figaro), Le Monde, Vum, Irish Independent, Gruner + Jahr, Hubert Burda, The Guardian Group, Associated Newspapers.

Quickcut can validate files against 200+ specifications including parameters such as minimum acceptable sizes for screened text, ink colour weight restrictions, permissions for float and JPEG encoding, minimum and recommended image resolutions, PDF requirements and ICC colour profiles. These are in addition to clear and unambiguous data on the more obvious requirements such as trim, live and bleed dimensions. The Quickcut solution uniquely applies these exact publication specifications to guide and manage advertising materials from the point of creation to the point of print delivery, along with copy insertion instructions, to ensure quality results. Each time a user logs into Quickcut's online QuickPrint database, any updates to publishers' specifications are automatically downloaded to keep the user's files current. Finished ads are converted to the required print formats for one or more destination publications and verified against the specifications for each prior to delivery.

Headquartered in Sydney, Australia, Quickcut Ltd. 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).

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