ProImage

Line of Business
S/W – Publishing Systems

Established
1995

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PRO**I**M**A**GE
Making Complex Publishing Simple

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Established in 1995, ProImage is a leading developer of web-based applications for the newspaper and magazines printing industry. The company's flagship NewsWay solution is based on a generic, web-based technology platform for production control and monitoring.

ProImage's main goal is to offer the printing industry flexible, feature-rich, automated end-to-end workflow management, production tracking and communications, anywhere and anytime, using a standard web browser and platform hardware.

The company is based in Israel and has a presence in both US and Europe (ProImage America, Inc., and ProImage Europe Ltd. in New Jersey and London respectively). It also has close ties with dealers and representatives in France, Italy,

Germany, Belgium, Scandinavia, Spain, Russia, China, HKG, Singapore, Malaysia and Thailand.

In September 2004 ProImage was acquired by Agfa. However, the company continues to operate independently, increasing its revenue at a steady rate of approximately 15% per year.

Key industry players have acquired and installed ProImage's NewsWay systems, among others, USA Today, the Los Angeles Times and Applied Graphics Technologies (the largest US prepress company that manages production for most McGraw Hill Publications and many International and domestic leading magazines like BusinessWeek and Newsweek). In Europe, key customers include the International Herald Tribune, Liberation, The Daily Telegraph, The Guardian, and Bayard Press (major French magazine publisher), to name just a few.

The NewsWay Way

The NewsWay production workflow server is ProImage flagship product on which most of its other products are based upon. Based on industry standards, the NewsWay solution features modern software development tools, object-oriented technology, and a distributed computing architecture in an open-systems environment.

At its highest level, NewsWay enables users to:
• Plan their printing jobs
• Automate the production workflow
• Management production runs

Workflow automation is the glue that ties together the job planning and production management functions, simplifying, streamlining and optimizing all processes. The NewsWay GUI is intuitive and easy-to-learn, and provides a consistent, uniform point of entry for all production tasks. Because it runs on a web browser, the NewsWay user interface can be run from any machine with intranet/Internet access. Accurate, current information is available in real-time across the enterprise.

The NewsWay family of products provides the newspaper, magazine and commercial publishing printing market with enhanced workflow management and automation of the production floor. With Agfa's backing, the company is big enough to meet virtually any requirement and need, but yet small enough to customize our solutions to the needs of virtually every customer.

Product Offering

ProImage is currently offering several solutions; the NewsWay family of products to the newspaper, magazine and to the commercial printing market and Color management and ink saving products.

The major products available are:
• NewsWay Server – Production management workflow server
• NewsWay Blaze – Entry level production workflow control server
• OnColor ECO – Ink saving solution for all printers
• OnColor – Automated image enhancement
• Press Register – Registration correction solution for all web presses
• Equinox - Creation of branded tablet PC interactive editions

If you want to know more about the ProImage's way of doing business in the printing industry, visit www.new-proimage.com or contact your local representative.