



VISION  
INFORMATION  
TRANSACTION

## Vision Information Transaction

Vision Information Transaction AG, named as VIT, develops, implements and distributes solutions for digital communication in the areas Media Asset Management and Web-to-print.

VIT develops the systems Picturepark® and Mediaflow® as software applications. The applications may be supplied as a customers server software or within the scope of SaaS-hosting they may be operated from the company's own computer center in Switzerland. Where required, they are integrated in third-party systems and expanded according to the customers specifications.



Bruno Jehle, Chairman & Founder

VIT supports its customers in a need-based manner with the organisation of their media files: from the conception of a suitable solution and the standardisation of the media files to the implementation and operation of the systems. As managed services pictures, for example, are indexed for customers and made available in Picturepark.

Bruno Jehle  
Chairman & Founder

## Our history

### *The essence of history is change*

- 2008** Re-branding from Vision-IT to VIT. Focus on core competences: organisation of digital media files and Media Asset Management
- 2007** Foundation of the private subsidiary Vision Information Transaction Pvt. Ltd. in Hyderabad, India. Development of Asian market. Vision-IT has got 25 employees
- 2005** Strong growth and expansion of the team. Picturepark (DAM) advances to become the Swiss market leader. First launch of Mediaflow (web-to-print)
- 2004** Launch of the data courier service transfer tool
- 2003** Intensification of cooperation with partner company in India
- 2000** Foundation of Vision Information Transaction AG, known as Vision-IT. Development of further products with a core team of six persons. First version of the picture database Picturepark is published
- 1997** Development of DAM and CMS systems
- 1995** Foundation of the business area Echo: Pioneer of Internet Service Providing (ISP), development of websites and beginning of application development
- 1989** Co-development of the digital control wedge together with the Eidgenössischen Materialprüfungsanstalt (EMPA, Swiss material inspection authority) and the Schweizer Kompetenzzentrum für Medien- und Drucktechnologie (UGRA, Swiss competence centre for media and printing technology)
- 1981** Beginning of social engagement in India: Foundation of the aid projects RISDT and Peoples Clinic
- 1984** Transformation into pre-press company Litho AG
- 1978** Foundation of the cooperative for print and reproduction by Bruno Jehle

## Our values

Vision Information Transaction Ltd. is the hub for services between customers, employees, suppliers and owners. The companies long-standing success is guaranteed significantly by the fact that the exchange is based on fair conditions.

### **Visions are our motivation. They demand respect.**

It is social and cultural visions that make technology fruitful. In this age of technology we work on sustainable ideas in which the human being is the center of attention.

### **Information is our resource. It calls for diligence.**

Information is potential value. Like money deposited in an account, information contains opportunities and the precondition for satisfying needs.

### **Transactions are our processes. They require reliability.**

Transactions realise values. They are the transformation of information from one state to another. Efficiency and controlled processes are significant for success.

#### **Legal form of organization:**

Independent Partnership  
Company under Swiss  
jurisdiction

#### **Founded in:**

2000 (spin-off)

#### **Head office:**

Aarau, Switzerland

#### **Capital stock:**

In the possession of the  
management

#### **Employees:**

Switzerland: 15  
India: 10

#### **Branches:**

Hyderabad, India  
Munich, Germany  
(Sales office)

## Services

Our team has deepened experiences in the areas pre-press, application development, marketing and media asset management. We bring this practice-orientated knowledge fully into our customers' services.

### Concepts

We analyse the status quo as well as target requirements and develop specifications and concepts. We moderate or advise project groups in a solution-orientated way regarding the management of digital communication.

### Implementation

We implement the chosen solution and thereby accept the role assigned to us by the customer. We lead projects, configure systems, train the users and thus smoothly introduce the solution in the company.

### Development

In close cooperation with our customers we continue to develop our systems and realise the general needs wherever possible. For specific requirements we also extend the systems exclusively with customer-specific modules.

### Imaging

Together with specialised partners we develop physical picture archives and digitalise those with high-end processes. Scans are retouched, illustrations are made available and complete databases are converted from the source format A to a target format B.

### Metadata

In close cooperation with our customers we develop guidelines for indexing and carry these out for the defined databases – related to a project or continually as managed service with guaranteed reaction times.

### Media standardisation

The media standard defines the technical, editorial, and legal aspects of media files such as pictures, format, packing, colour space / colour profile, name / metadata standards, copyrights etc.

## Systems

Under the business domain Systems VIT develops and sells web-based software applications for deployment in the areas of marketing, communication, sales and documentation.

### **Picturepark - Media Asset Management**

Images, logos, PDFs, presentations or videos can be centrally managed and exchanged in a controlled manner using Picturepark.

This leading solution has been deployed by global companies.

Please find more information on the product website [www.picturepark.com](http://www.picturepark.com)

### **Mediaflow - Web-to-print**

Using Mediaflow recurring prints such as business cards, advertisements or brochures can be produced directly in the web browser – without technical knowledge and completely compliant with the applicable CI/CD guidelines.

Please find more information on the product website [www.mediaflow.ch](http://www.mediaflow.ch)

### **TeamBeam – Data transfer**

Using TeamBeam large files can be sent easily and quickly as E-mail – but without the size restrictions of e-mails or complicated FTP servers.

Please find more information on the product website [www.teambeam.de](http://www.teambeam.de)

## Operations

In the business area operations we operate, maintain and take responsibility for our customer solutions. We offer the hosting of systems in our own computer centre as well as customer-specific managed services.

### Software as a Service (SaaS)

SaaS (Software as a Service) is the hosting and the operation of entire applications including data. VIT operates more than 90% of its systems sold in the high-performance, multiply backed computer centre in Switzerland.

### Managed Services

Managed services are custom-made service packages for customer solutions such as Picture-park or Mediaflow. They include for example the data import, indexing of pictures or end-user support with pre-defined response and reaction times.

#### References

Actelion Pharmaceuticals Ltd.	Hamilton International Ltd.
Ammann Schweiz AG	Hirschmann
Aare Tessin AG für Elektrizität	Infineon
Audemars Piguet	Lonza AG
Becton Dickenson	MAN-DWE GmbH
Bovet Fleurier SA	Mepha-Pharma AG
Bühler Group	Netstal-Maschinen
Cargotec	Raiffeisen Banken Schweiz
Certina SA	Rieter Management AG
Conzeta Management AG	Schweizerische Bundesbahnen (SBB)
De Beers Diamond Jewellers	Schweizerisches Rotes Kreuz (SRK)
Die Schweizerische Post	Siegfried Ltd.
DKSH Market Intelligence	Siemens Schweiz AG
E.ON	Sulzer AG
Eterna SA	Suva
Geistlich	Swatch AG
Grindelwald Tourismus	Swisslog AG



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