

Web-to-Print

Create master copies individually and automatically



Optimize *printed matter*

and save money – with Mediaflow®



«With Mediaflow, we are able to generate our standardized product catalog easily, efficiently and on demand and distribute it to our international reseller network as printed matter.»

Kurt Schaller, Titoni Ltd.

Brand control continues to have a high priority. Cost pressure on the other hand is rising and at the same time, the need to individualise and rapidly produce printed matter is growing. The web to print solution Mediaflow deals with these requirements pragmatically.

Accelerated production

With Mediaflow, the layout and structure of recurring printed matter are only defined once. Any content such as texts or images can then be added thereafter. A print-ready PDF can be created in just a few seconds at the touch of a button. This simplifies and speeds up the production processes significantly and contributes to considerable cost savings.

Ads, brochures

With Mediaflow, printed matter such as business or correspondence cards, ads, brochures or complete catalogs are created in this manner. Operation takes place completely via the web browser. Step by step assistants ensure that the system is self-explanatory to use and make time-consuming tutorials unnecessary.

Process Support

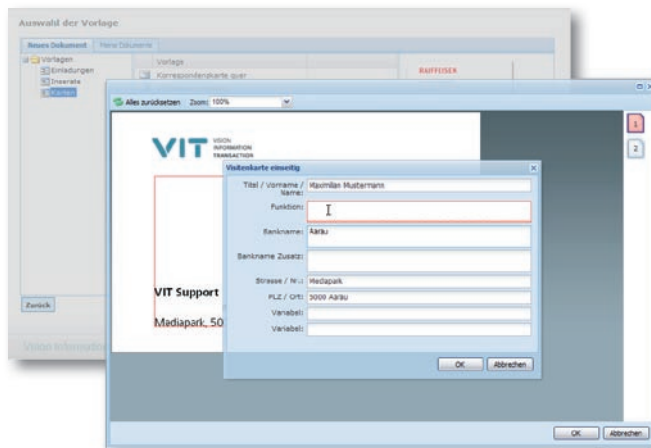
Mediaflow is adapted to company processes: Employees of branches or departments access the central system and gain access to corresponding templates and functions commensurate with their privileges. The printed matter created can then be sent to a central location for approval or straight to the recorded print shop for production.

Quality Assurance

During the process, creation can be paused and resumed as necessary. In the management console, it is always clear where the tasks in the process chain are, e.g. in the release loop or delivery by the print shop. Monitoring of the processes and template specification help to ensure the quality of the results.

Mediaflow offers the following potential as a business solution:

- Adherence to CD specifications
- Individualized printed matter
- Accelerated production
- Cost savings



Faster on the market thanks to simple and easy processes – with Mediaflow®



«Thanks to the centralised creation of our business cards and ads with Mediaflow, we are able to save time and money and secure our corporate design.»

Thomas Barth, Advertisement and Communications, Ammann Group

Swiss enterprise Vision Information Transaction Ltd. (VIT) develops, implements and operates solutions for managing digital communication in the fields of Digital Asset Management and Web-to-print. Furthermore, VIT offers tailored managed services such as metadata tagging or standardisation of media files.



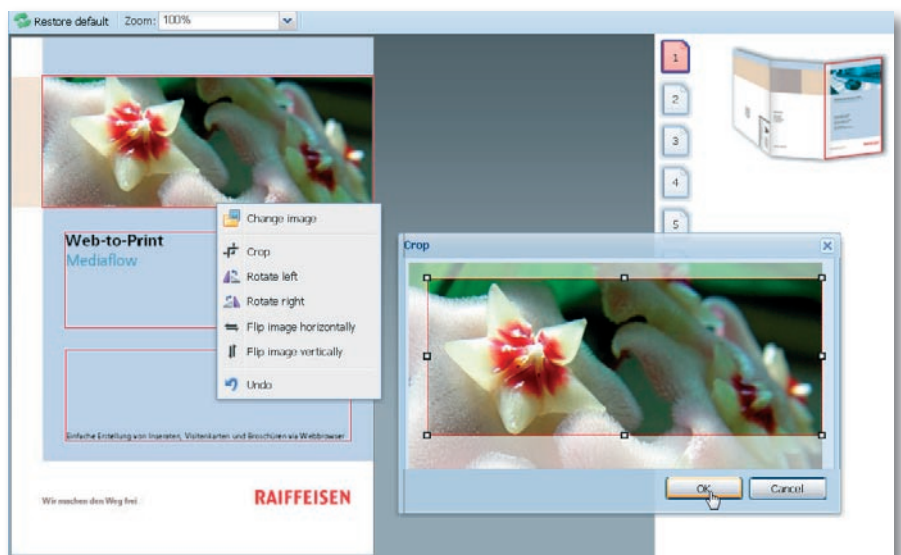
Mediaflow takes master data such as address or product information and images from CRM, ERP, PIM or MAM systems. Data are exchanged using a standardised web service (XML/SOAP). Mediaflow also has its own databank in which, if needed, master data can be stored.

Based on the Indesign server

Mediaflow is based on Indesign CS3 server by Adobe, the market leader. As such, Mediaflow has access to all Indesign CS3 functions and can apply these to automatic production. The finished master copy is put out as a PDF/X3 which can be processed by all modern print shops.

SaaS or Server solution

Mediaflow is offered as a Software as a Service (SaaS) solution: Hosting of data and software is carried out in the multiply backed-up data center of VIT. VIT is responsible for operation and updating of the software. Mediaflow can, however, if needed, also be incorporated into customers' IT infrastructure.



Web-to-print as easy as possible

www.mediaflow.ch

Mediaflow features

- Assistant-supported step by step processes
- Production of master copies on a central server
- Optional: Local client for catalog production on a workstation
- Management via web browser
- Transfer of data from ERP, CRM, PIM and MAM systems
- System languages in German, English, French and Italian
- Management console with monitoring and administration
- Process monitoring with status information and notifications
- Master data management for input fields
- Plausibility tests for input integrated user and privilege administration
- Optional connection to authentication systems (LDAP/ADS)
- Easy integration to the Intranet
- Standardized web service for data exchange (XML/SOAP)
- ASP or Server Solution

For more information and demos, please visit:
www.mediaflow.ch

Customers

AMMANN



LONGINES

RAIFFEISEN

RIETER


TITONI
OF SWITZERLAND



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