# Press Release

## ProImage NewsWay workflow software controls centralized production and streamlines printing for Sun Media Corporation.

**Princeton, NJ and Toronto, Canada – (8th January 2015):** Sun Media Corporation, a subsidiary of Quebecor Media Inc., is currently Canada's largest newspaper publisher based on the circulation of paid and free newspapers. It currently prints over 15.1 million copies each week. To remain competitive it became clear however that its print production had to become more efficient.

The group therefore began a project to rationalize its production from a central hub based at its modern Islington Printing facility in Ontario.

The *Toronto Sun* has been using ProImage NewsWay workflow software since 2005 and Mark Hall, Sun Media's Regional Prepress, Manufacturing & Distribution Director, saw its potential for helping to centralize and automate the group's entire printing operations.

He developed a press-map of all the configurations possible for all of the group's presses and worked with New ProImage America, Inc. in order to create a single automated workflow management and control solution based on the many printing options available.

This system now enables the company to provide from its modern Islington Printing facility both tabloid and broadsheet pages to remote print sites

around the country, most of which are using different presses with different cut-offs, and also have different CTP devices.

Mark Hall commented, "We initially moved to consolidate print operations in Islington for a region that covers an approximate 300kms radius from Toronto. At that time we serviced three dailies and 12 weeklies. That has now increased to 16 dailies and 64 weeklies plus about 25 commercial jobs each week, and in addition we also service from Islington four of the six remote print sites across the country."

The current remote sites are situated in Calgary and Edmonton in Alberta and North Bay and Islington in Ontario, additional sites will be in Winnipeg, Manitoba, Leduc in Alberta and London Ontario. A very large geographic area. *(three time zones and 3,000 kms apart)*

"The real challenge has been to create editions on short notice and on different press configurations with varying cut-offs and page sizes," adds Mr. Hall.

**NEWSWAY A CRITICAL PART OF THE ACHIEVEMENT**
"With NewsWay, now our remote sites and publications are able to see their editions coming together as the PDF pages are submitted to the central system, providing us all with a transparent view of progress, all of the time.

"ProImage NewsWay, which seamlessly integrates with our custom front end edition planner and order submission system, has been a critical part of this achievement," states Mr. Hall.

After initially looking at all the key aspects of the workflow required, Mark Hall realized that if he could provide a detailed press-map configuration

library that could be used by NewsWay to automatically create and output the editions, he would have created a streamlined "just in time" imposition for each publication's edition. So this is exactly what he did.

This now enables prepress staff to focus on job throughput including file traffic management and plate output - somewhat like air traffic controllers at a major airport - rather than spending time creating job setups from limited information from publications.

Initially Mark Hall provided the concept and sample press-map XMLs to 'the smart people' in the ProImage development team who were then able to customize and provide a working solution that was tested, modified and improved before being rolled-out. Today NewsWay automates everything from the XML press-map, and transmits plate ready TIFFs to the various CTP devices and various presses across the group.

It provides automated page pairing for the varying press configurations and although at present most pages are sent to NewsWay complete, the software can stitch together the bitmaps of advertising and editorial content enabling, for example. late ads to be automatically placed onto pages

The edition formats currently being processed are tabloids with variable cut-offs and page heights, broadsheets, and combinations of editions that consist of integrated broadsheet and tabloids in both straight and collect formats. Notably, this is achieved without use of traditional edition templates. The press configurations include "one around single width", "two around single width", and "two around double width" formats and each print site has the ability to select the imposition scheme they require for press production.

Importantly the press-map file contains page color information. This is significant because each page can be built in color however if it is going to be in a black and white position on the press it will be sent to a black and white queue on the RIP and be automatically converted to grayscale. Doing this allows the newspapers' digital and mobile editions to be displayed in full color even though the print edition is mono..

**OPTIMIZED PLATE MAKING AND REPORTING**

The NewsWay system automatically delivers complete colour corrected page images ready for platemaking.  It burns a barcode onto the plate for automatic plate sorting plus a dynamic barcode is burnt for plate tracking beyond the CTP device.

In Islington the NewsWay system optimizes throughput by load balancing the RIPs centrally. Some of the RIPs have been upgraded to Harlequin's Dispersed Screening (HDS).  This eliminates moiré, has better definition than conventional screening, and registration is said to be less critical.

Meanwhile at the print sites NewsWay controls and separately load balances the various CTP devices. In order to maintain colour integrity all separations for a page are locked to the same CTP device. In addition, NewsWay calculates ink coverage by column per page and forwards the computed results in CIP3 format to Sun Media's PECOM ink setting system.

An important feature of the system is its enterprise-wide production management reporting. From data within NewsWay the system reports on production issues such as when pages are scheduled, their deadlines, released, approved for output and RIPed - and any authorized user can access this information from anywhere that has an Internet connection, and act upon any potential problems.

Mark Hall concludes by stating, "By streamlining our production processes and by sensibly using some great technology we are able to serve our customers better by producing a better quality product and also enabling them to make later changes - and we can do this with a third less staff managing the production compared to a few years ago."

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**Note:**  Islington Printing is a division of Quebecor Media Printing, Inc. (QMPI). Its parent, Quebecor (TSX:QBR.A, TSX:QBR.B) has recently signed a deal to sell Sun Media Corp.'s English-language operations to Postmedia Network Canada Corp. (TSX:PNC.B, TSX:PNC) for $316 million.

"This acquisition brings together an impressive stable of brands that collectively create a stronger Canadian media platform that is better positioned to compete against foreign-based digital offerings and offers a greater range of choices to our readers," Postmedia chief executive Paul Godfrey said in a statement Monday.

"We intend to continue to operate the Sun Media major market dailies and their digital properties side by side with our existing properties in markets with multiple brands, as we have in Vancouver with the *Province* and the *Vancouver Sun* for more than 30 years."  //

To learn more, please visit: www.new-proimage.com.
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