

ProImage NewsWay

Let the NewsWay modules manage your entire production workflow:

- WAN Server
- NWRIP
- Impose
- Ink Control
- Proof Server
- Plate Wizard
- Imaging server
- Scheduler
- Edition PrePlan
- Reporting
- Ad Stitching

For more information contact any of our subsidiaries or visit our web site: www.newsday.com

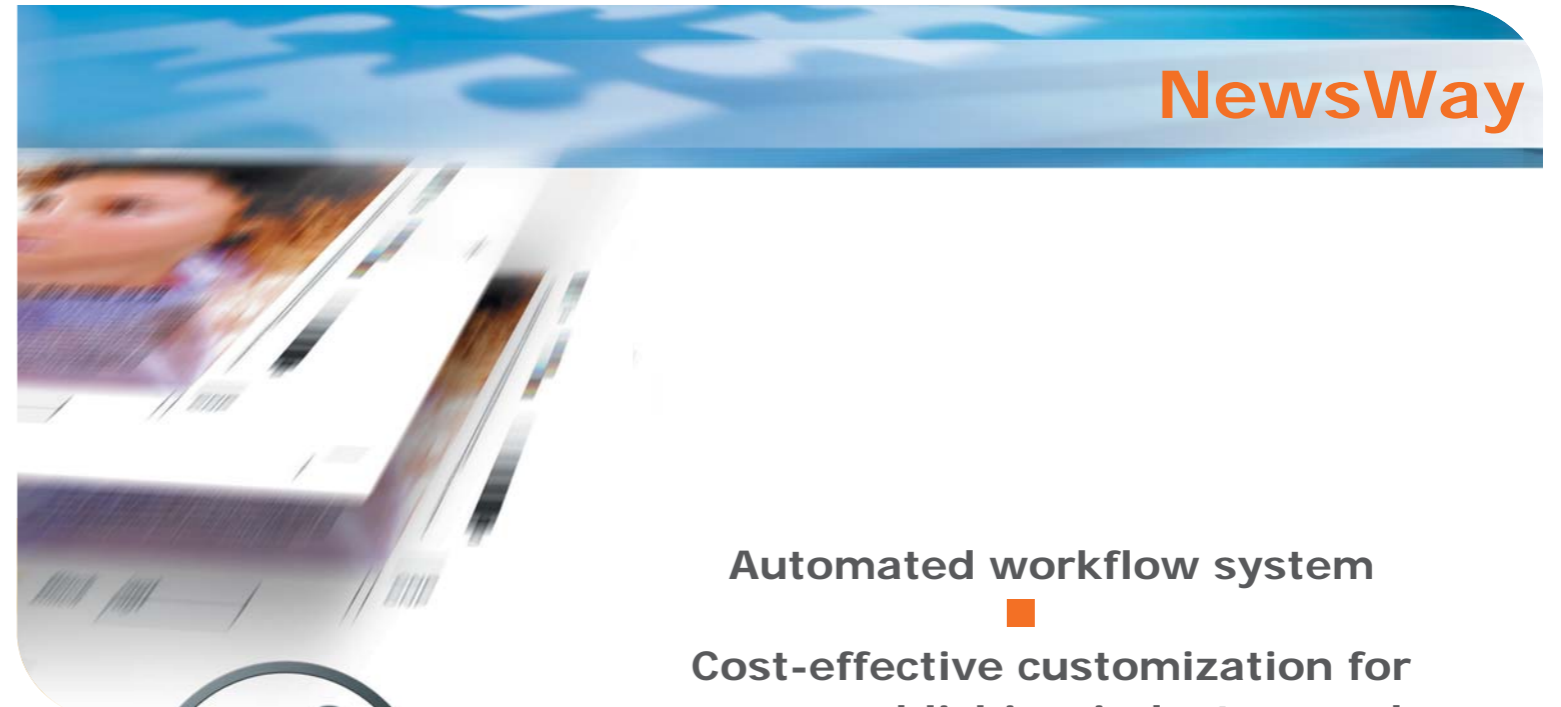
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Automated workflow system

Cost-effective customization for every publishing-industry need

Scalable to meet tomorrow's needs

making
complex
publishing
simple

Makes complex publishing simple...

ProImage's NewsWay is a highly advanced digital workflow and production tracking solution for the newspaper and magazine printing industries. Designed based on four major generic technologies that form the foundation of ProImage's web-based products, these technologies dramatically improve the performance of your production workflow.

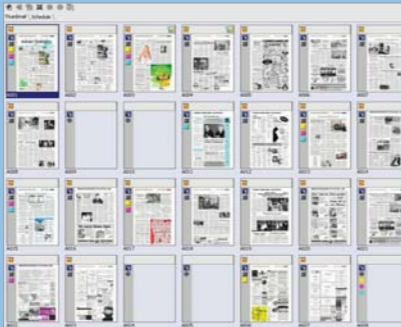
The highly modular NewsWay software will control and manage your production workflow from a variety of front-end editorial systems through to the press via a plate-making process. Because it uses a simple web browser, NewsWay will monitor production status from origination to print sites, regardless of their location.

Web-Browser-Based License-Free Clients

ProImage's NewsWay was designed and built as a web-based-browser software platform from the ground up. As such, none of the web and browser-related features of NewsWay are add-ons but an integral part of the solution. The NewsWay platform is the software foundation on which the user, through a browser, may interact with the solution's powerful plugged-in modules. Moreover, the web server foundation of NewsWay gives high visibility to all functions of any NewsWay system throughout the entire enterprise, be it on a local or wide area network (LAN or WAN). It even provides visibility through the Internet for authorized users. NewsWay also allows for very easy software upgrades. As the core software resides on the server and the workstations are simply license-free web clients, all that is needed is to upgrade the software in the server. Unlike most other software applications, users do not need to upgrade each workstation.

Instant Views

The NewsWay platform automatically generates thumbnails and composite, low-resolution views of all page elements that go through the system. This provides users with instant views of every production element and full control of the entire process.

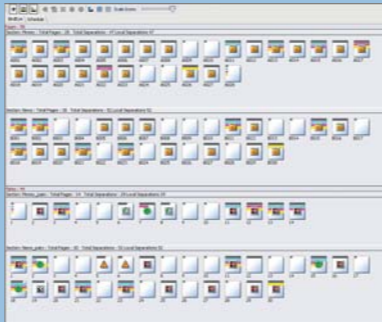


Flexibility and Adaptability

The NewsWay platform has been designed with flexibility in mind. It is tailored to the environment in which it is installed, not the other way around. To further enhance this flexibility, ProImage has developed a highly adaptable Naming Convention Engine that can be programmed to accept virtually any naming convention.

Job Tracking

The NewsWay platform has flexible built-in mechanisms for highly sophisticated job tracking capabilities. They support layered views – from very general views to highly detailed separation level information – that provide users with the actual status of each system element in real time.

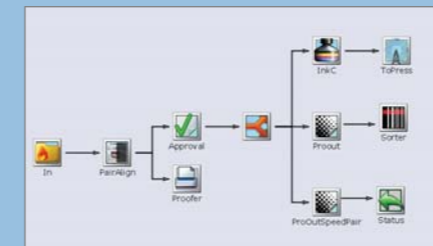


Outstanding Collaboration Tools

The NewsWay platform is the natural platform for collaborative working. Because of its web-server-based architecture, NewsWay is open to all methods of messaging and collaboration offered by modern communications technology, and also supports its own highly developed notes and collaboration tools.

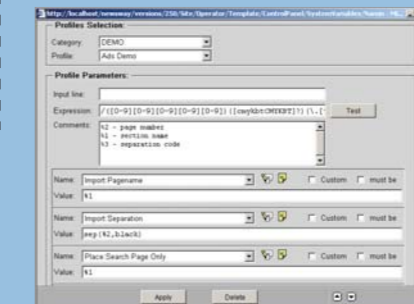
Drag and Drop

Drag-and-drop is the method of working that is native to the NewsWay platform. A highly intuitive GUI and user screens make it very easy to operate.



Custom Built

Through the unique Scripting Tools of the NewsWay platform, each system can be customized to the exact requirements of each user. Not only are these scripting tools essential during the setting-up of each system, but they also provide customers with the flexibility to further alter and customize their NewsWay systems as their requirements change.



Highly Scalable

The NewsWay platform was designed and built with scalability in mind to address the ever-changing requirements of the printing and publishing industries. An integral part of the solution is its clustering capability, which allows multiple slave servers to run under the control of the main server. NewsWay Cluster has a single server manager that coordinates the tasks, as well as any number of NewsWay servers assigned to different processes. Each NewsWay server manager and server runs on single PC. As many as needed may be clustered to spread the workload and provide back-up. In short, the platform can "grow as you go," adapting to the changing needs of the industry.

Standard Platform

The NewsWay platform runs on standard Windows 2003 Server OS using PC hardware, making it very easy to maintain, source spare parts, and upgrade.

Superior Technology

ProImage is one of the world's most experienced companies in web-server-based development, and has also developed proprietary technologies for real-time response to web server clients. Based on distributed component relationships and on a dynamic web application model, these superior technologies put the NewsWay platform at the forefront of web-server-based production tracking systems.

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