

# NEWSPAPERS & TECHNOLOGY

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## Rochester Democrat and Chronicle using workflow, browser to link ops

### N&T Staff Report

The Rochester (N.Y.) Democrat and Chronicle rolled out ProImage's NewsWay workflow software in a bid to automate the creation of edition plans. The app drives three Agfa Advantage violet computer-to-plate imagesetters, and provides ink presetting to the daily's MAN Roland Pecom system.

NewsWay also provides seamless integration with the Democrat and Chronicle's CCI Europe editorial system, Layout 8000 ad planning system, CTP systems, and drives three HP inkjet color proofers and several black-and-white proofers. NewsWay improves productivity for the daily by load balancing the RIPs and CTP devices, and automating imposition and ink presetting, ProImage said.

The NewsWay servers are located at the Democrat and Chronicle's downtown editorial building where all workflow functions take place. Operators at the remote plant, meantime, can browse into NewsWay at the downtown editorial office to track pages and approve plates. Once plates are approved, they're sent over the newspaper's wide area network to the remote plant for output via the three Advantage platesetters. There are no NewsWay servers at the remote site.

"The browser-based interface, making the product accessible from virtually any workstation at either facility, has made a big difference in communication between our downtown and remote printing facility," said Bernie Szachara, vice president of production at the Democrat and Chronicle. "We are able to spot errors sooner, and react accordingly."

### Page pairing key to workflow

NewsWay has been particularly useful for the paper's commercial tabloids because of its ability to automatically pair pages, according to imaging and quality manager Eric Gustavson.



Photo: ProImage

**Eric Gustavson, imaging and quality manager, checks the Rochester Democrat and Chronicle's NewsWay app for production progress.**

"We can take one multiple page PDF, drop it into the input folder, and NewsWay pairs it all up for proofing and plating," he said. "It saves us a lot of time, and the throughput is excellent."

Gustavson also touts NewsWay's Communication Center, a small chat window that lets various users send messages to one another about pages or edition changes.

He said that the Democrat and Chronicle is using the page and plate

approval process to work toward eliminating the need for a set of final page proofs.

"This will save time and materials as the NewsWay solution allows for on-screen approvals anywhere in the workflow," he said.

"We have found it very easy to learn and operate. The interface is intuitive and the workflow easy to understand. Production managers can monitor the status of the edition from the office, from home, or while on the road."▲

### Workflow summary

At the Rochester (N.Y.) Democrat and Chronicle, PostScript is released from CCI Europe editorial software to NewsWay, which then automatically routes pages to the correct set-up on OneVision's Asura preflight software, based on the edition plan imported from Layout 8000. Color pages go to color set-up on Asura, mono pages go to the black-and-white set-up. Asura preflights and creates PDFs that are then sent to GMG's ink optimization app.

NewsWay receives the optimized PDFs and load balances them across

the embedded Harlequin RIPs. NewsWay creates a soft proof of every page and holds them in an editorial approval queue. Once approved, imposed plates are made with furniture and text automatically burnt onto the plate. Plates are sent to an approval queue where the page pairs can be viewed before being sent to the Agfa Advantage CTP units for output. When NewsWay sends pages for production, its workflow management capability also sends pages to the newspaper's Shoom Inc. e-tearsheet software.