

# NEWSPAPERS & TECHNOLOGY

Reprinted with permission from Newspapers & Technology, February 2007

## Texas daily revamps workflow, CTP technology

By Tara McMeekin

EDITOR

What a difference five years has made for the Tyler (Texas) Morning Telegraph. That's how long it's been since the family-owned daily rolled out a computer-to-plate workflow, opting for Western Lithotech's DiamondSetter and Newsway workflow software (see related article, *Newspapers & Technology*, January 2003).

For the Telegraph (daily, 38,550; Sunday, 44,407), Western's acquisition by Lastra and Lastra's subsequent purchase by Agfa meant operating CTP equipment that's become increasingly difficult to support. Meantime,

Prestelence's acquisition of Graphic Enterprises Inc., which at the time supported the Telegraph's Newsway software, also meant a change in workflow apps for the daily.

Now, five years later, with a new Fuji Luxel V-6 CTP unit installed and another one on the way later this year upon expiration of the daily's DiamondSetter lease, the newspaper is updating its workflow to keep pace with the new equipment. A large part of that upgrade was the Telegraph's recent conversion back to the Newsway product, now sold and supported by ProImage.

The Telegraph in September 2006 implemented the vendor's browser-

based Newsway Lite app.

"After trying our other workflow software for about a year, we made a decision to go back to Newsway," said Vice President of Production Andrew Clyde.

The Telegraph's decision to migrate back to Newsway was largely based on the speed of the app.

"Newsway just outpaced what we were using and outpaced most of the other products out there," said Eric Gilmour, ad graphics manager. "Running against tight deadlines, we're always looking to gain more time every night."

Continued on next page

## Newsway sales strong

ProImage announced strong Q3 and Q4 sales for Newsway, its browser-based automated newspaper production workflow application.

In North America the Houston Chronicle; the News-Star, Monroe, La.; the Rochester (N.Y.) Democrat & Chronicle; the Tyler Morning Telegraph (see related article, this page); the Opelika (Ala.) Auburn News; the Naples (Fla.) Daily News; the Tallahassee (Fla.) Democrat; the Lexington (Ky.) Herald-Leader; the Hickory (N.C.) Daily-Record; the Toronto Sun; and The Gazette in Montreal are installing Newsway. Elsewhere, The Deccan Chronicle, India; Sydsvenskan Tryck AB, Malmö, Sweden; and Le Groupe de La Provence, France, have also chosen Newsway to improve production productivity.

"The specific needs of newspapers can vary considerably, but the flexibility of browser-based Newsway allows us to provide an easy-to-use solution that will meet their needs now — and in the future," said Rick Shafranek, vice president of sales, ProImage America.

Shafranek cited Hearst Newspapers' Houston Chronicle, Scripps Howard's Naples Daily News and CanWest's Gazette as examples of

the unique workflow needs Newsway can address.

At the Chronicle, Newsway manages RIPping and page transmission to a remote print plant, and automates imposition, burns barcodes on to plates for sorting purposes, and interfaces to a Rockwell Automation system for plate cylinder location data. Newsway drives the daily's four Agfa Polaris violet computer-to-plate units.

At the Daily News, Newsway will manage workflow from front-end systems through to Agfa 3850 filmsetters, and at the Gazette, the software provides imposition and also bitmap stitches ads and editorial content, and manages transmission to a remote print plant where it controls output to two Kodak thermal CTP units.

"For the user, simple drag-and-drop typography allows workflows to be altered and priorities changed. Jobs are controlled from prepress, through plate making to press management system, from a browser anywhere in the world," Shafranek said. "Flexibility, together with the ability to quickly customize workflows to meet specific needs, means that we can automate the most complex of tasks.

Meantime, ProImage recently

launched some new apps, including Newsway Blaze, a boxed PDF workflow app for small circulation newspapers and the new version 5.0 of its Newsway newspaper workflow automation software.

Newsway Blaze accepts both PDF and PostScript pages, and includes edition planning and tracking, page pairing and real-time production monitoring, ProImage said.

The pairing module supports broadsheet, tabloids, 2-up and 4-up impositions and will burn furniture and text onto the plate image.

Newsway 5.0 provides full PDF and TIFF prepress workflow for single or multiple sites, and facilitates integration with CTP and press functionality. The new version provides a new browser and platform independent enhanced GUI and improved security. A new press plate allocation tool provides the option to define the position of each plate on the press (the tower, cylinder and location on the cylinder). Using the plate allocation tool Newsway will calculate the required number of plates to be made, and will output the plates with appropriate text annotation and barcode for sorting, ProImage said.

The capability to add fan-out and creep to its plates, and to have both tab and broadsheet configurations was also key.

"Now we can run a tab and a broadsheet in the same edition," Gilmour said.

The Telegraph's Fuji CTP unit was initially installed to back up the DiamondSetter as that unit became harder to support.

"We started having problems with our DiamondSetter and now a lot of the support has gone by the wayside, so we needed something that could really back up that machine," Clyde said.

The Telegraph's DiamondSetter produces about 60 broadsheet plates per hour.

"We knew we didn't need another 60 pph machine and we wanted to move to a situation where we had two imaging devices," Clyde said.

Newsday also eliminated the need for printing separations and allows load balancing between both of the daily's CTP devices.

The Fuji unit is capable of imaging 35 plates per hour so the upcoming addition of the second Fuji machine

will take the newspaper to 70 pph.

"We just print and then Newsday and the RIP separate it," Gilmour said. "Once we get the second (Fuji) CTP unit we can send plates to both machines and Newsday will automatically determine which CTP unit plates need to go to in order to keep that 70 plates per hour going."

The Telegraph will convert to Fuji's violet plates early this month. The newspaper was eager to move from its current FD-YAG technology to violet, a more uniformly used industry technology, Clyde said.

### **PDF extension**

Among the upcoming upgrades to the newspaper's workflow will be the addition of Newsday's PDF extension. Newsday will automate the PDF creation of every page, allowing the Telegraph to keep archived PDF files of all its pages.

"When we made the decision to go with Newsday, one of the things that helped was that they could upgrade

our Harlequin RIPs and support them, and those RIPs had some PDF capabilities that our prior RIPs didn't have," Clyde said.

The Telegraph waited to implement a total PDF workflow because it was also in the midst of an editorial upgrade and Gilmour said the paper didn't want to add too many new apps at once.

In Newsday, PDFs get pulled in, separated, preflighted and once they're approved, are sent on to the CTP devices.

"We're planning a move to a total PDF workflow, I just don't know when," Gilmour said.

Newsday was able to make some unique accommodations for the Telegraph's workflow, for example collect tabs.

"A lot of newspapers run tabs straight, and we run some collect," Clyde said. "Newsday was really able to handle that well."

Other unique features, which the daily has not yet begun using, include fanout and registration controls that can be used at the pressroom level to aid in registration on the press.▲