



The Fairfax logo consists of the word "Fairfax" in a blue, serif font. The letters are bold and well-spaced. A solid black horizontal line is positioned directly beneath the text, extending across the width of the word.

Trusting Asura to Produce Australia's Newspapers

As a company quoted on the stock exchange, Fairfax cannot trust any workflow component – hardware or software – unless it is the best the industry has to offer. Every workflow problem needs to be dealt with swiftly and effectively to avoid causing further problems down the line.

John Fairfax Holdings Limited is one of Australia's largest newspaper publishing groups. Its most popular titles are The Sydney Morning Herald, The Age, The Australian Financial Review, BRW and The Sun-Herald. Its New Zealand mastheads include The Dominion Post, The Press, The Sunday Star-Times, TV Guide and Cuisine.

In addition, Fairfax not only publishes regional and community newspapers but publishes financial and consumer magazines which also provides online, interactive and e-commerce services through Fairfax Digital in Australia and Stuff.co.nz in New Zealand. They are committed to be the No1 quality provider in Australia. Fairfax's quality focuses not only on content but also on their processes. At Fairfax all processes are continuously optimized in order to achieve greater efficiency.

In order to advance the prepress process, they were looking for a solution which was able to automate and standardise their workflow at data entry. "We wanted to improve the quality of our products", explains Johan Leferink, New Technology Manager at Fairfax. "To cut down on "make goods" and refunds we needed software that automatically checked and optimised all incoming files rather than handling all files manually. We wanted to make sure, that every ad is printed as intended – without our intervention."

Case Study (page 2)

Fairfax

Fairfax examined all products in the market and after trying out other pre-flight software they decided to switch to OneVision Asura. Today a large amount of the incoming files are put through Asura to ensure they are of intended quality. "Not only incoming files are checked by Asura but in addition most of the internally produced art work is pre-flighted and corrected by Asura. In that way we can deal with any problem in time rather than realizing at the RIP that a file cannot be processed correctly."

Since using Asura, Fairfax have cut down on common prepress problems like hairlines, missing fonts, wrong colour definitions, and many more problems. The automatic check and optimization improves printed products and thus lessens discounts or refunds.

But that's not all: Johan Leferink explains another saving since installing OneVision's Asura: "We especially appreciate the ink weight measurement. This offers us a super opportunity to decrease costs. Also the colour options at OneVision's Asura are the most extensive in the industry."

Having switched to OneVision's Asura our data reception proves that Fairfax is a company that is committed to continuous optimisation of its processes. The result is that Fairfax's data entry workflow is state-of-the-art.

Interested? Then click www.OneVision.com for further information.



Simplify Print and Media

OneVision is a multi-national software company providing innovative, cost-effective software solutions designed to secure and optimize complex workflows in print and media production. OneVision software saves time and expense assisting its clients in improving the speed, security, and simplicity of their workflows.

OneVision's customers include leading newspaper & magazine publishers, commercial printers, prepress companies, advertising agencies, and industrial enterprises. With more than 10 years of extensive experience in developing software for the graphic arts, OneVision today is one of the world's leading suppliers of software technologies for digital printing and publishing applications. As a market leader OneVision advances their customers' interests in associations such as CIP4, PrintCity, NGP, Ghent PDF Workgroup, Ifra or NAA as well as in ISO committees.

OneVision's quality management system is certified based on ISO 9001:2000 standards.

We look forward to supporting you in optimizing your workflow.

For details, please visit: www.OneVision.com