ProImage introduces latest Generation
of Workflow Solution at Graph Expo

Princeton, NJ (12th of September 2016)- ProImage is pleased to announce the launch of their new generation of workflow: NewsWay-X. This is the latest and most advanced newspaper workflow by ProImage featuring a single, integrated user interface to keep all departments informed about operations and their status offering faster turnaround and increased productivity. Because of its HTML5 web client, it can be accessed and provide full control from any computer platform with a browser, making it extremely flexible and transparent to production.

NewsWay-X has an intuitive user interface utilizing a push server to provide real time updates to the web client; workflow configuration is easy and based on simple rules. In addition, the system provides integrated production planning and imposition tools and thus automatic planning is possible by interfacing to Editorial, Advertising and Press Control Systems.

Key Features for the modern print production environment

NewsWay-X is designed with modern newspaper production in mind. New key features enable print operations to fully monitor their production in an unmatched way. The dashboard provides full edition overviews with enhanced status of production progress. A Press View enables a press oriented view of production by press and production runs all the way to the cylinder level. Thanks to the HTML5 based graphical layout editor, creation of plate layouts is

easier than ever. The Live Edition Tree contains production workflow and publication structures and is color coded for easy real time monitoring. In addition, page versions are visually compared and changes are highlighted with the version indicated across all views.

Flexibility and Scalability

"We have created a highly flexible solution where workflows can be designed by simple drag & drop operation", states Rick Shafranek, Vice President Sales & Marketing for ProImage. "This allows the system to meet any publisher's and printer's requirement by tailoring it to their needs."

Thanks to the technology utilized, full scalability is possible. This means a basic system can start with a single server and when production load grows, further servers can be added as computing resources to share the increased load. No changes to the existing workflows are needed, thus making the entire process transparent to production.

NewsWay-X showcased at Graph Expo 2016

ProImage will launch and demonstrate NewsWay-X at their booth #2173 at Graph Expo 2016 in Orlando, Florida. Other ProImage products and solutions will be on display such as OnColor ECO Ink Optimization, a Press Registration solution, and a SaaS solution called Eversify which automatically creates tablet, mobile and browser digital editions.

About ProImage

New ProImage is a leading developer of browser-based content management, digital workflow, ink optimization, tablet and mobile solutions, color image processing and production tracking solutions for the commercial and

newspaper printing and publishing industries. Our solutions enable publishers, which have been dramatically affected by the rapid growth of digital publishing to remain competitive in today's economic climate.

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