

Press Release

The Sun Chronicle taps into ProImage OnColor ECO Ink Optimization Software

Princeton, NJ (4th of May, 2016) – The Sun Chronicle in Attleboro, MA, a United Communications Corporation paper, recently installed ProImage’s popular OnColor ECO Ink Optimization Software to reduce ink consumption and ink cost on their offset press.

The paper is using the ECO SaaS (Software as a Service) for their daily newspaper publication plus 6 weekly publications generating an average of 60 color pages per day and an average of 51,000 print copies per day. Based on their data and estimation, they have been using about 16% less color ink since starting to use ProImage OnColor ECO Software.

ECO automatically analyses PDF files and determines the exact amount of ink needed to produce the newspaper without jeopardizing quality. It does this by automatically converting pages to the right color space regardless of whether objects are RGB or CMYK, pixel or vector data.

The Sun Chronicle reports an improvement in print quality since using ECO and experiences a more consistent print outcome. OnColor ECO uses a unique algorithm to ensure a close match between the output and the intended source space – even when it is unknown.

By using OnColor ECO SaaS – a cloud service that allows users to process color pages over the web – no purchase of the application itself is necessary resulting in immediate ROI and ink savings.

The Sun Chronicle (formerly The Attleboro Sun and the Evening Chronicle) is a daily newspaper in Attleboro, MA. It also publishes the weekly Foxboro Reporter, weekly shopper Entertainment ADvisor, and the Silver City Bulletin in Taunton, MA.

United Communications Corporation (UCC), based in Kenosha, WI, is a family-owned, privately held media company, operating television stations in New York and Minnesota and newspapers in Illinois, Massachusetts, South Dakota, and Wisconsin.

About ProImage

First established in 1995, 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.

Contact:

Rick Shafranek

VP of Sales and Marketing

New ProImage America, Inc.

Tel: +1 919-466-9348

e-mail: rick.shafranek@new-proimage.com

www.new-proimage.com