

# **Q**uestions & **A**nswers

***Vio Certified Soft Proofing***  
***Moving digital ad file delivery***  
***into the 21<sup>st</sup> century***



**Q:** *How can I avoid having to submit expensive hard copy colour proofs, but ensure my ad will meet the publisher's specs and reproduce correctly on press?*

**A:** *Vio Certified Soft Proofing (VCSP) – the complete solution to soft proofing, preflighting, and delivery of digital ad files.*

**For more information, call us on 020 7427 2150,  
email us at [UKsales@vio.com](mailto:UKsales@vio.com),  
or visit [www.vio.com](http://www.vio.com)**

**Q:** *How does it work?*

**A:** *Enfocus PitStop library<sup>®</sup> makes sure the PDF file complies to the ad specs; ICS Remote Director<sup>®</sup> ensures a colour-matched soft proof; Vio Digital Workflow Suite<sup>®</sup> integrates these components and delivers the right ad file with the right proof to the right destination.*

**Q:** *Is this through the Approved Suppliers?*

**A:** *No, you use VCSP as an alternative to the Approved Suppliers. To sign up, contact Vio. You can find the number and email address on the facing page.*

**Q:** *Do I need special hardware?*

**A:** *You probably already have monitors that are up to the task. You just need a device called a spectrophotometer to calibrate the screen – you may already have one of those too.*

**Q:** *How much is the software?*

**A:** *The VCSP application is free. There is a charge to set it up properly, and then you only pay for the proofs on which you collaborate through the use of the software.*

**Q:** *Can I be sure the soft proof matches?*

**A:** *The ad files are signed off using calibrated monitors that are colour-managed to the proofing conditions at the publication. VCSP then ensures that the approved ad file is the one that is delivered, so there can be no mistake.*

**vio** *The Digital Supply Chain*

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