

**cyan eProof - the premium web proofreading solution****Product Overview**

The premier and distinctive web based proofing solution, cyan eProof helps you conveniently proofread and correct jobs over the Internet from anywhere in the world at any time. Would you like to watch how the cyan eProof - with easy to use interface and no extra software needed - can empower your editing team or customer quickly view and correct the original text with its entire format attributes over the Internet?

**Simplicity for Users:**

- No downloadable plug-ins are required
- Use it easily within both, Microsoft and Mac browsers, with no additional software or reconfiguration.

**List of the Key Benefits:**

1. Boost your productivity and cut your costs
2. Complete the job at much greater speed
3. Improve your client commitment
4. Team with your clients
5. Coordinate production management

**1. Boost Your Productivity and Cut Your Costs**

**SmartCorrectionDisplay™** With SmartCorrectionDisplay the text changes are highlighted in a different color. You can easily see the part of the text that has been corrected, by whom and how it has been done.

**ElementRelatedCorrections™** As all corrections are related to page elements, it's easy to tell which corrections belong to which page element. There can, for example, be no misunderstanding if the customer corrects 3 times the word "the" in a page with a text of 600 words, in which the word "the" occurs 30 times. Furthermore, the page elements that were corrected are highlighted with colored rectangles if the proof is viewed.

Following are additional opportunities for corporate cost cutting with eProof and solutions for more efficient ways to operate and manage day-to-day operations:

- **No IT-maintenance overhead and no software purchases for users.** No need for buying additional client software (unlike the Acrobat 5 full version or other programs that require investments in software for each PC), nor need to involve your corporate IT Department.
- **Billing-per-page pricing model.** You will not encounter ANY financial risk with cyan eProof. You pay only when you use it.
- Much shorter proof cycles and cumulative turnaround time.

## 2. Complete the Job at Much Greater Speed

**Multi-Language-Corrections**™ Correct easily texts in different languages over "cross-platforms" without having to bother about file attachments or copy 'n paste, which often doesn't work. The new corrected and formatted text can easily be taken from web browser window and placed into the layout file (Quark, PageMaker, InDesign etc).

### **Annotation and Markup Tools** (\*1)

Easily attach sticky notes to the pages and mark areas of interest with various powerful markup tools over the web without having to install or buy additional software on the client computer.

- **Total browser based solution.** Using cyan eProof is very intuitive and requires no training. Most companies will implement it in minutes with no need to read or view software.
- **Stand alone solution.** cyan eProof works as a standing alone solution with the possibility of flexible adjustment and can be implemented to boost productivity with any of your clients.

## 3. Improve Your Client Commitment

**Click n'Correct**™ With cyan eProof's Click n'Correct technology the customer instantly (just pointing and clicking), with a simple mouse click on the page element of the job, corrects the element in question

**RapidImageView**™ (\*1) Only the image that is actually visible on the client's screen is transferred over Internet - not more. You can quickly view and correct a 1-gigabyte (GB) PostScript file over a 28Kps connection and zoom into the job at e.g. 2400 DPI. The client can even enlarge the image until a resolution of 2 pixels on the screen, which equals one pixel of the original image in order to see important information such as trapping.

- **Put your clients first.** No need to install software on the client side. The system uses Java applets, which are automatically loaded from the Internet without requiring any interaction from the user, who does not even notice the presence of them on his/her PC.
- **Share your work in a reliable and secure environment.** Advanced security system, using SSL, user accounts, user groups, and category based permissions. Using 5 roles of user groups: the users, layouters (designers), managers (having authority to release jobs for printing), administrators and setup administrators.
- **Increase your customers' satisfaction.** In your fully customizable cyan eProof application features can be deactivated (made invisible). The feature-limited version will be extremely user-friendly and full-proof for your clients with moderate computer knowledge. More importantly, the ideas of your clients will be immediately visible to you.
- **Simplify Communication.** System will automatically detect the language of the user computer and pre-select a language for the client's user interface.
- **Enhance your workflow, don't replace it.** You can easily share and proof high-resolution image, PostScript and PDF files; without changing your workflow.

## 4. Team with Your Clients

**ElementOnClick**™ Our ElementOnClick technology allows singling out of (recognize and extract) individual elements (text, images, tables) from the job page as a whole. eProof is extracting automatically the individual element from the job and the customer can easily correct the element within the browser interface over the Internet.

**FormattedCorrections**™ The FormattedCorrections technology of eProof provides the customer with a convenient formatted text editor, which is automatically filled with the formatted original text of the

job's text block the user has clicked on.

- **Work on your proof when you want and wherever you are.** You and your clients will be able to review a document, layout or design from any location at any time.
- **You choose the user interface that fits your creative process.** Simple user interface provides, that users, charged with submitting the approval, see only those elements/features that they use in their work. At the same time, users can access only those jobs they are allowed to.
- **See the whole job at one time.** The status bar above each page shows how far the page has progressed in the proofreading process, and has an overview of the process with a number of parties involved as a whole.
- **Collaborate with your clients.** Customizable e-mail notification system informs involved users about corrections, new versions, new jobs etc

### 5. Coordinate Your Production Management

You easily manage in-house schedules and activities using cyan eProof while speeding -up the proofreading process! Your manager in charge of the production plant will be empowered to monitor the process of production using a PC. Your production facilities that scattered on the large territory or are distant from the management team - will successfully perform with no need for your physical presence on site.

Empower your management team. The cyan eProof features are activated on request, so according to the needs and workflow of the company, the system can be made extremely powerful for power-users (e.g. for Production Management)

#### The Proofing Challenge:

In the modern publishing industry, graphic production involves many people outside an enterprise. The proofreading phase is growing to include the marketing team of the client in different geographical locations as well as product managers of the graphic company and other external partners. Buyers are often frustrated by the communication hassles and delays in that lengthy process that adds days to the production cycle.

The traditional way of dealing with this challenge was the cumbersome document exchange of printed proofs. Today your customers expect more from your company - better care, faster service and more options. As a businessperson you want to do more for your customers - and do it faster and cheaper.

The cyan eProof technology is committed to supporting these critical needs of printers, publishers, ad agencies, designers, forms companies, packaging houses and corporate communications departments making proof-reading clear and manageable irrespectively of the number of people involved. Your numerous customers' feedback will improve the quality of your work. cyan eProof ensures that it is easy for the customer to give you valuable feedback to achieve customer loyalty/retention, value-based pricing and cutting-edge growth of your business.

#### The Solution- A Web Based Proofing Solution

cyan eProof is a breakthrough solution to the traditional proofing and approval process used by publishing, printing and advertising industries. It eliminates the practice of using printing costly proofs and delivering them by fax or courier. It allows your client to access to the eProof server with their own secure and customizable workspace set up by an advertisement agency or pre-press house.

As soon as a document file has been produced and placed in cyan eProof it is accessible to all eligible participants through an Internet browser and is available for proofreading. The distant users can simultaneously view the documents at full resolution, make corrections and discuss images. It includes the numerous features the users were inquiring about: proof tracking, automatic alerts, PDF support, multi-page, uploads, encryption and a host of other functions. Any creative products such as advertisements, packaging, postcards, brochures, labels, and magazines can be presented for proofreading in a highly collaborative, team-oriented manner.

With cyan eProof changes can be made and compared easily. Proofs can now be sorted by client, upload date, upload status, proof status or tracking number. The designer can upload the prepared proof file and choose to hold the job. The colleagues of the designer are informed that a proof file is being held and can access the file to add client information and make the proof available to the client.

With eProof unique set of tools your end users will be able to circle areas, type text and draw lines or arrows to indicate changes to a specific area of a proof. These corrections do not change the original text but overlay the user's version of the document. Then end user submits that version back to the designer or layout person.

#### **Additional Features**

- You may choose one out of two versions of cyan eProof. The first version is "cyan eProof RI" (RI = RapidImage) which displays the document files on the client side with the **RapidImageView** technology by using Java applets. The second version is "cyan eProof" which displays the proofs as PDF files on the client side and can be chosen by using the free Acrobat viewer that can be already installed on client computers.
- Customizable graphics design / themes (skins)
- Application Service Provider version available
- Proof high-resolution files using the RapidImageView technology: PDF, TIFF, JPEG, PhotoShop, BMP, PNG, PICT, PostScript, EPS, CT, GIF etc.
- Correction requests, comments, annotations, markups can have several attributes, like originating user, status information, page element, date and time stamp. History features.
- Electronic assistant provides help online
- Customizable job fields (fields in which free information can be entered)
- Jobs are assigned to categories (key words)
- Release function; authorized persons can release jobs for production/print
- Versioning of jobs and status information for jobs

#### **cyan eProof server requirements**

- Based on MS SQL Server; Windows NT / Windows 2000;
- Can be integrated into an existing MS SQL Server installation
- No need to buy an SQL server as the eProof is shipped with the engine of the MS SQL Server

\*1) only available in the eProof version with RapidImageView™  
eProof, cyan eProof, SmartCorrectionDisplay, ElementRelatedCorrections, Click n'Correct, ElementOnClick, FormattedCorrections are trademarks of cyan soft Ltd, Cyprus.

Copyright 2001 cyan soft Ltd, Cyprus. [www.cyansoft.com](http://www.cyansoft.com), email: [info@cyansoftware.com](mailto:info@cyansoftware.com)