

Soft Proofing at Meredith Corporation



Our Workmix

- Art/Editorial
 - Magazines
 - Books
 - Online
 - Brand-licensing
 - Sales, Marketing, Promotional
 - Misc. Projects
- Advertising
- Locations in New York and Iowa



Business Case – why soft proofing?

- Facilitate remote operations
- Further workflow integration
- Improve cycle time
- Better server space utilization, reducing peaks with flow of content
- Cost savings

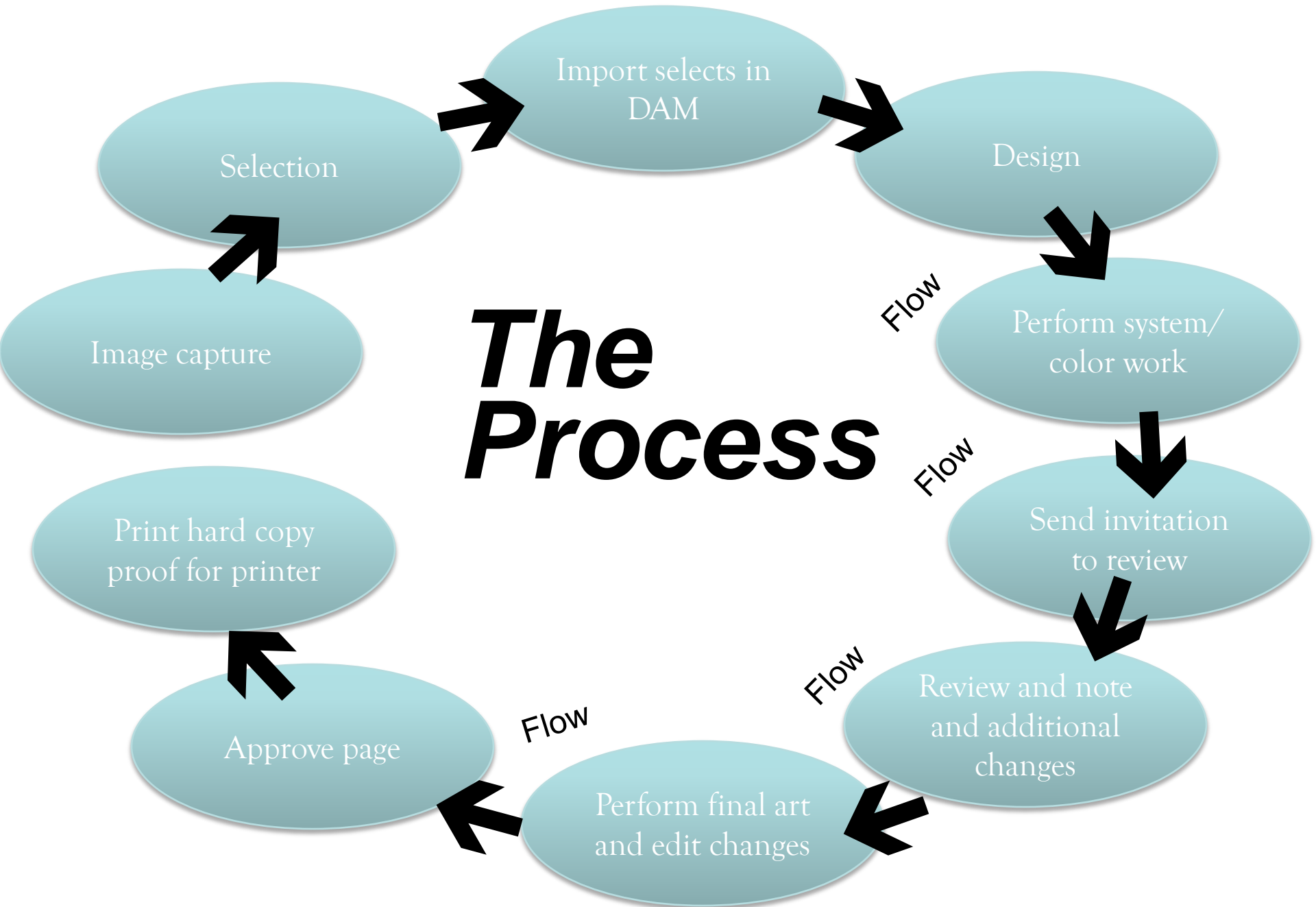
Research

- Team members include representation from entire supply chain
 - Vendors
 - Internal Premedia
 - Quality
 - Art
 - Editorial
 - Representation from Des Moines/New York
 - Business Technology
 - Printers

Clearly understand the requirements

- Workflow
- Communication
- Viewing conditions
- Monitors, calibration
- Speed
- Forecasts, capacity
- Spread view expectations
- Before & after correction views
- Approval – single / multiple

The Process



Page View

Dialogue 1

Notes View Window Session /MISTRAL/Testing/DEV0003_TEST/R3/Pdf/DEV0003_TEST_020.pdf: 63% (Q100) Not Set

This is how we leave color correction notes.

Channels

- All
- black
- yellow
- magenta
- cyan

Information

Width: 9.001 inch
Height: 11.626 inch
Color Space:
black
yellow
magenta
cyan

Navigator

0° Fit in Window

Difference

DEV0003_TEST_020.pdf

ALABASTER POLANCO SCANDINAVIAN DETAILS

ESSENCIA

food & drink

When it's time to relax, there are plenty of cute sidewalk cafes—the perfect place to get a quick bite and take in the neighborhood's mellow vibe. But if you truly want to dine, take your cues from patrons of the nearby opera and ballet, for whom **ABSINTHE** (988 Hayes St., 415/861-1590, absinthecorr.com) has long been the favorite. Newcomer **ESSENCIA** (401 Gough St., 415/552-8495, essenziarestaurant.com) serves classic Peruvian dishes in a modern setting. Even with Essencia's pass-it-down, pressed-down lunch menu, selecting a single *sachito* is a challenge.

For 17 years, **ZONAL** (568 Hayes St., 415/253-9907, zonallive.com) has been selling funky American country primitive like you've never seen it before, paired with contemporary upholstered pieces and artwork by emerging local artists. Paint-peeled consoles, handmade stool sets, and vintage ceiling panels complement four-seater armchairs and mosaic pop art.

POLANCO (183 Hayes St., 415/253-3753, polancohayes.com) sells the best of Mexican art—nothing like the contemporary variety. Polanco's owner travels to Mexico three times a year, where he meets with artists and fills the store with their folk crafts, such as hand-beaded gourds and Day of the Dead figurines, as well as contemporary canvases and sculptures. Don't miss the collection of gold Higue jewelry.

Everything for sale at **SCANDINAVIAN DETAILS** (364 Hayes St., 415/333-1790, scandinavian.com) is more than clever, trendy, and cool—it's also functional. Whether for your kitchen, bathroom, living room, or baby's room, the modern objects are beautiful, simple, and practical.

Of course, Hayes Valley's shops can dress up more than your home. Hayes Street is home to some of the city's best shoe stores, and there is no shortage of clothing boutiques. But if it's accessories you crave, don't miss **JACQUELINE TALBOT** (431 Hayes St., 415/253-9181, jacquinetalbot.com), a hot-pink, plus-size boutique filled to the brim with fun fashion accessories at fabulously fair prices.

10 DECORATIVE NUMBER 2008

xi:-1.097
y: 1.611

Planned Benefits

- Increased workflow integration
- Reduced cycle time
- Improved collaboration
- Cost savings
- Green
 - Server space utilization
 - Server architecture (energy savings)
 - Consumables savings
 - Freight savings



Questions?