

World's first install of RealVue3D Server Pro at Transcontinental Inc.

- RealVue3D installed at largest printer in Canada
- RealVue3D eradicates folding dummies, streamlining internal and customer workflow
- New virtual print simulation adds value to Transcontinental Inc service offering

30th June 2008 – FFEI announces Transcontinental Inc, the largest Canadian printer and sixth largest printer in North America, as the world's first to implement RealVue3D Server Pro. Installed for use across the company's diverse range of print disciplines, the unique 3D print simulation software is enabling its internal production teams, publishers and customers, to eradicate time consuming folded dummies, significantly streamlining its workflow and reducing waste.

'As a company, Transcontinental is focused on a strategy to be the best service provider in our targeted segments, one of the ways we do that is by offering our customers innovative services,' explains Nicky Milner, vice president, Transcontinental Inc. 'RealVue3D is a perfect fit for this, and has now been integrated into our existing online print management system, designed to close the loop and enable us to provide an entirely digital proofing and print approval service – a service designed to streamline the print communication and production, creative and sales processes for Transcontinental's customers.'

Launched in 2007 at Graph Expo, RealVue3D with its 'Designer' module, initially offered advanced interactive technology to single users, designed to allow printers and designers at all levels to convert any multi page PDF into a stunning and interactive 3D visualisation. RealVue3D Server Pro, unveiled at drupa 2008, is a server based version that allows multiple users to create print simulations via template driven hot folders, providing a high level of workflow automation into the busy and fast moving print production business.

'We are of the opinion that RealVue3D Server Pro has made folding dummies, card mock-ups and imposition proofing a thing of the past. RealVue3D creates an accurate 3D representation of print applications, with the ability to simulate a range of different finishing effects and folding techniques, for dramatically enhanced print and design appreciation and understanding. Using the FFEI system, approvals for final publication sign-off can now be done quickly and easily on screen, saving considerable time for all parties.' continues Nicky.

Transcontinental Inc has a wide-ranging customer base, spanning the retail, direct marketing, book, magazine and newspaper publishing industries. Integrated into Transcontinental's online print management system The Job Assistant Premium, RealVue3D is available to support those Transcontinental's print customers who wish to benefit from the innovative FFEI software.

Andy Cook, Managing Director, FFEI concludes, 'RealVue3D allows the user to dramatically reduce the risk of errors occurring at the final stages of printing. The clear, accurate print simulation makes identifying mistakes quick and simple. The user is therefore, less likely to sustain vast amounts of incorrect, wasted print, thus saving time, money and decreasing the company's impact on the environment.'

RealVue3D was sold to Transcontinental Inc by Newtec Systems Inc, appointed distributor for FFEI's RealVue3D in Canada.

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