

The Daily Telegraph

The Daily Telegraph Continues a Tradition of Excellence with OneVision's Automated Image Enhancing Software

Based in London, the U.K.'s venerable broadsheet, *The Daily Telegraph*, and its sister paper, *The Sunday Telegraph*, bring a long history of high standards and quality news reporting to thousands of readers every day. Reaching over 2 million readers six days a week, *The Daily Telegraph's*, circulation of over 850,000 gives it the honor and distinction of being one of the top-selling British newspapers today. *The Sunday Telegraph* has a circulation of over 630,000 with a readership in excess of 1.7 million.

Readers across the U.K. rely on *The Daily Telegraph* to deliver only the best when they open the newspaper every morning, and this expectation extends to the quality of every printed page and photo that runs in the newspaper. Yet what is perhaps most remarkable is that a relatively small number of specialists at *The Daily Telegraph* handle both print and online production – an area in which the newspaper continues to innovate.

Assistant Production Director Paul Shorey explains, "We are constantly learning and doing new tasks, so as the newspaper industry evolves and the technology changes – whether in creative, video or audio for the Web site, for example, or in more traditional ways – we can absorb them and offer new products to our readers and advertisers."

The desire to evolve is the reason why staff at the 153-year-old newspaper are eager to try the newest in technology tools. After the paper recently went to a full-color format and gained the ability to print color on every page, this drive is what

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Success Story

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led to the selection of Amendo, the OneVision's Automated Image Enhancing Software. Shorey and other members of the production staff needed a solution that would begin working right away and would require little training to use. "Producing color images can take up to five times longer than black and white, so there was clearly going to be a huge hike in man-hours - calculated to be up to 250% more - required to produce a full-colour paper." said Shorey. "We simply can't hire 250% more imaging specialists, so we looked at technology to provide the solution."

Shorey and others were no strangers to OneVision. Since 2005, the paper has relied on Asura Pro, OneVision's flagship solution that streamlines and automates the file control, correction and normalization processes in print production. Says Shorey, "We needed to bring consistency to those apps in the wider community that produce different flavors of PDFs. Asura Pro has achieved this for us. It gives us rock-solid PDFs that will go through 99.99% percent of the time."

A demo of Amendo, one of the newest software solutions available from OneVision, led to a beta test soon after. Amendo is an automated image enhancement solution that significantly decreases image processing time by automatically adjusting elements such as brightness and contrasts, shadows, highlights and colors. In fact, the software analyzes color values of numerous common elements such as vegetation, sky and skin and modifies the colors according to human viewing patterns.

According to Shorey, "The software worked out-of-the-box with some minor amendments, and we were able to get good results in a shorter timeframe." Now, Amendo delivers the processed CMYK files to a network folder. Staff at *The Daily Telegraph* need only take the processed image, open it in Photoshop if a cut-out is required, and proof it, because the file is ready and in the correct format. Looking ahead, the newspaper is exploring new ways to further automate production processes using Amendo. And since OneVision software is compatible with third-party editorial and publishing solutions, future compatibility with changing technology is assured.

Concludes Shorey, "With Amendo, we have been able to take the newspaper full-color without recruiting additional staff. It has been a huge success. Without Amendo, we wouldn't be where we are with the number of people that we have, or have achieved this level of automation."

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