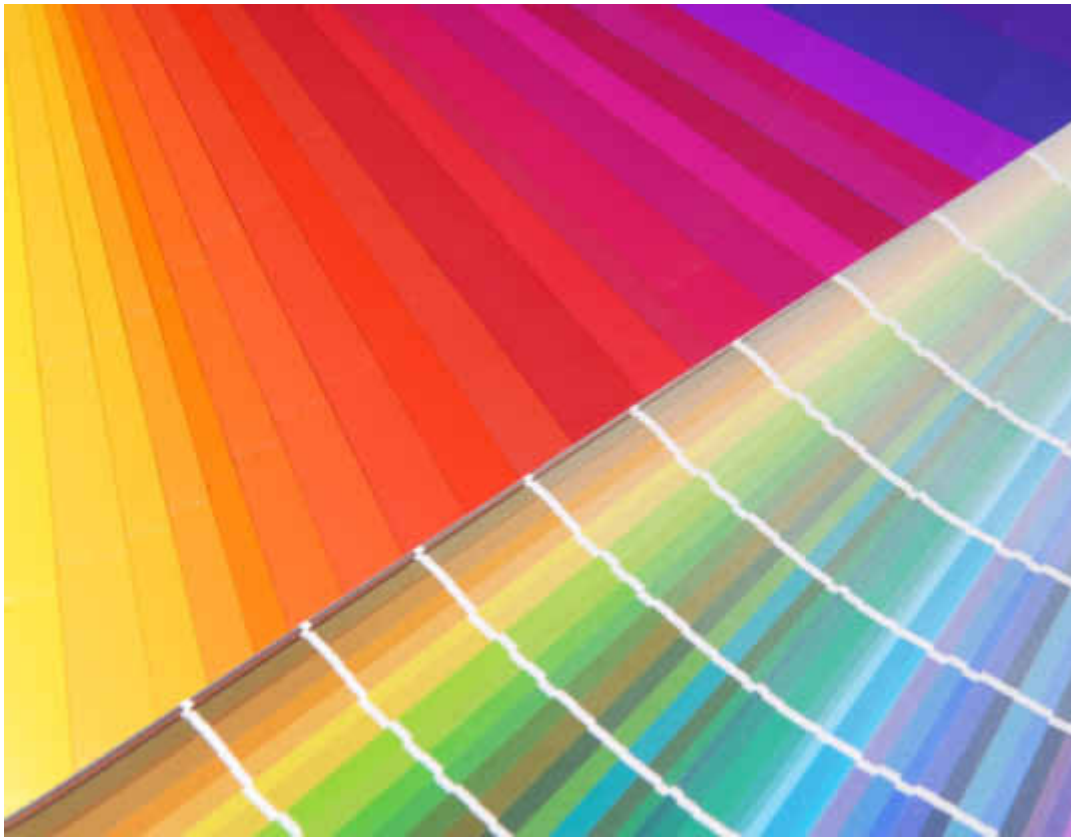




## AdProval

### Automated Ad Checks



Ad files from the ad department can be automatically and conveniently checked with AdProval. This ensures that only ads that correspond to the order data of the booking/planning system are released for page assembly in the printnet workflow, while faulty or missing ads can be identified early on. AdProval checks the planning data for conformity with the colors, width and depth of each ad. AdProval also supports ppi's preRIP process, thereby increasing production security. Errors occurring when individual ads are ripped are easily detected.



### Ads placed as per customer request

AdProval reduces the number of make-goods and loss of revenue to a minimum. It ensures that the planned/actual data for all produced liner, semi-display and display ads is matched prior to page assembly. This process is based on order data imported into PlanPag from the ad booking system. Order-related errors can therefore be detected and corrected long before production starts. AdProval checks the ad files used in the ppi workflow for:

- Allocation of files to orders
- Colors
- Width
- Depth

### All ads at a glance

All the booked ads are clearly listed for the different editions. Different filters, e.g. for ROP ads or individual classes, ensure that only specific information is displayed. The status of an ad can be recognized quickly due to clearly

designed icons. AdProval takes planning and production changes (e.g. ad placements, layout updates etc.) into account. This ensures that all the ads are checked in their final version with their actual placements.

### AdProval visualizes error sources

AdProval recognizes different kinds of errors and can also classify them, e.g. color conflicts. All errors of the same type are automatically grouped together. If a specific error message occurs particularly frequently, the source of the error can then be quickly detected.

### More security and time savings with prepping

Prepping will enhance your ad workflow even further. AdProval can easily be integrated in the ad workflow. Rip errors are detected and displayed.



*AdProval assists the ad and prepress departments by checking produced ads on a clearly structured GUI. This reduces costly and time-consuming troubleshooting during production.*

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