



Press Release

“We’re not giving up anything in terms of quality... We’re saving time and we’re saving money”

Steve Romeo, Director Pre-Press Operations

Hachette Filipacchi Media

*Hundreds of Workflows and Ways to Proof.
One Powerful Technology to Handle Them All.
Remote Director*

Hachette Filipacchi Media Streamlines Proofing with ICS’s Remote Director

New York, NY – March 19, 2008 – It was not too long ago that Hachette Filipacchi Media (HFM), one of the world’s largest magazine publishers, produced in excess of 50,000 hard copy inkjet or photographic proofs for its editorial pages each year.

Expensive? You bet. This doesn’t include time wasted on courier services and coordinating workflow between the company’s editorial departments in New York City, pre-press services in St. Louis, MO and printing in multiple locations across the U.S.

Hachette looks for a Monitor Proofing Solution

Because time is critical for publishers like Hachette, the company is continually evaluating new technologies that promise to save time and make their workflow processes more efficient. The emergence of monitor proofing and its proven status as a dependable, reliable component of the digital workflow is one such technology. In 2007 HFM decided that the time had come to push ahead with its plans to introduce monitor proofing into the editorial approval process.

Evaluation of several products leads to Remote Director

After evaluating products from several suppliers, HFM determined that ICS’s Remote Director offered greater speed, superior features and better color fidelity than the other systems. It was also advantageous that HFM’s main printer had already standardized on Remote Director, so no additional training was required on that side.

After a successful evaluation period, Remote Director was installed in the editorial offices -- on Macs with Apple monitors -- in a dedicated monitor proofing studio where lighting is controlled to match the press room conditions. When individual images or page layouts are ready to be proofed, the editorial directors visit the studio and approve or edit content and color, confident in the knowledge that they are viewing their files in exactly the right conditions.

HFM employee reactions

At first, HFM thought that there might be some resistance to the new technology and processes. However, as soon as employees saw that the new monitor proofs were displaying color accurately, they forgot about their concerns.

Hachette’s pre-press and editorial staff also found that Remote Director was easy to use and not too technical for the everyday user. And they were impressed with the responsiveness of ICS’s technical support team and their willingness to add features specific to the editorial workflow. Referring to the color quality, Steve Romeo, Director of Strategic Sourcing, says, “We’re not giving up anything in terms of quality, we no longer have to build profiles, and it’s great to be able to see the numbers again. We’re saving time and we’re saving money.” He also notes that the

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ability to call the pre-press team in St. Louis and collaborate in real time is a huge time-saver. "The press crews have adapted well. In fact, they find that Remote Director eliminates many of the variables they had to deal with before," says Romeo.

HFM increasing use throughout the organization

While initially the new monitor proofing system was rolled out for titles where color was not a critical issue, within a short amount of time 8 magazines were up and running on Remote Director and had done away with most of their hard proofs. Over the next few months the remaining titles will migrate to the newly-designed process – including those for whom color-accuracy is critical, such as *ELLE* and *Metropolitan Home*.

In the future, monitor proofing with Remote Director will tackle the advertising workflow. HFM intends to adopt monitor proofing upstream with advertising agencies and other companies that send ads for publication.

About Integrated Color Solutions

Established in 2000, Integrated Color Solutions (ICS) pioneered accurate monitor proofing technology and today is the only provider to offer the full range of proofing capabilities – from the simplest to the highest end, color-accurate applications – in real time, on any mix of computing platforms and workflows, at any location in the world.

The company's flagship product, Remote Director, streamlines relationships between clients, agencies, photographers, prepress professionals, publishers and printers. ICS clients worldwide have been able to increase their margins and efficiencies by significantly reducing time to market, shortening critical supply chains, and enabling production of higher quality products, all while saving money and time.

Digital imaging and color science excellence are the hallmarks of ICS' research and development team, responsible for several existing and pending ICS patents. The resulting technologies combine superior imaging with flexibility, practicality, and easy integration with the many hundreds of workflows in existence – making ICS the first choice of users and vendors alike.

Integrated Color Solutions (ICS) is a privately held company with offices in New York City and Carlsbad, CA. In addition to selling directly via a worldwide distribution network, several OEM and integration partners have incorporated the same core ICS monitor proofing technology found in Remote Director in their own various workflow components and systems.

For more information visit the ICS website at: www.icscolor.com <http://www.icscolor.com/>

Editor's Note: For a digital version of our media kit please visit us at:
<http://www.icscolor.com/mediakit/>

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ICS Media Contact:

Judy Sweeney, HSPR
+1 516-771-7512
judy@helenesmith.com