

AN ALLEN PRESS SEMINAR

allen★press

# BLUEPRINT FOR SUSTAINABLE PUBLICATIONS

BEST PRACTICES & INNOVATIVE SOLUTIONS

## Using Power Tools for Efficiency: InSite and Digital Blueline

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# RIP: Raster Image Processor

A RIP or Raster Image Processor is a device or computer program that receives a description of the content of a page and converts it into information that can be output on paper, film, plates, slides or any other medium.

# Conventional Blueline

Printed mock-up of your publication, trimmed and bound.

Mailed to you overnight.

Pass the proofs around the office until everyone has marked them up.

Mail the marked-up proofs back to the Account Manager.

Or aggregate the corrections into an email to the Account Manager.

# PDF File

Digital file created from the RIP'ed original files.

Emailed or posted to a FTP server.

Everyone works on a separate copy of the PDF file.

Open and load the whole file into your PDF viewer. When you zoom in on a portion of the page, the whole page reloads at the new zoom level.

The separate PDFs are merged into a single annotated PDF file. This PDF is sent back to the Account Manager via email or FTP.

# Remote Digital Blueline

Post-RIP files are accessed via a web browser.

Notified via email when files are available.

Everyone can review and annotate the files online at the same time.

Jump to any page in the publication at a single click.

Image detail scales with the zoom level of the page.

Account Manager is automatically notified of approval, rejections and annotations when users log-out.

# Remote Digital Blueline with InSite

No waiting for the delivery guy.

Everyone reviews the files at the same time.

True collaboration with same page review and discussion.

Automatic notifications are sent to the Account Manager about annotations and page status.