



## A Review

### Developments in proofing

Efficient handling of the whole proofing process is a well-known challenge, and an area where there are continuous improvements. While many solutions have their origins as prepress tools, mainly aimed at printers, many of the newer solutions on the market are instead aimed at the print buyer (or Brand Owner). One such solution that we have looked at a bit closer is Proofware from the Canadian vendor Global Vision.

Global Vision's history dates back some 20 years, and originally it too mainly aimed its solutions towards prepress houses. But as the workflow moved to involve the print buyer, so the company adapted its solutions to this situation. Global Vision now also offers its proofreading solutions cloud-based in 'light' versions as well.

Global Vision, true to its name, has offices and support centres all over the world, with more than 50 employees worldwide. It lists headquarters in Canada, USA, Germany and UK, but the main base is in Montreal, Canada. Back in 1998 it entered the Asian market, and lists offices in China, India, Japan and Malaysia amongst others.

### Modules

At the core of Proofware are its inspection engines for artwork and text. These core technologies began in 1988 with the TVS Proof-Reader solution (where TVS stands for Text Verification System), and was the main product when Global Vision was formally founded in 1990. Through image analysis and OCR technology the original document is compared with a scanned copy of the proof or print. Over the years Global Vision has expanded its portfolio and now covers six main areas, as seen in the available Proofware apps: DocuProof, ArtProof, SpellProof, BrailleProof, BarProof and Notes.

Starting with the Notes module, which is for collaborative proofing, everyone involved can see which corrections have been requested and the status of the document. This is, of course, cloud-based, so a member of the proofreading team can log in from anywhere in the world.

While the Notes function is perhaps similar to other solutions on the market, it's easier to see its advantage when it's used in tandem with the other specialised modules.

The BrailleProof module can inspect and validate the Braille component of a package or print. This is, of course, of crucial importance for visually impaired end users – a missing dot could mean a totally different number on, for example, the packaging for a medicine.

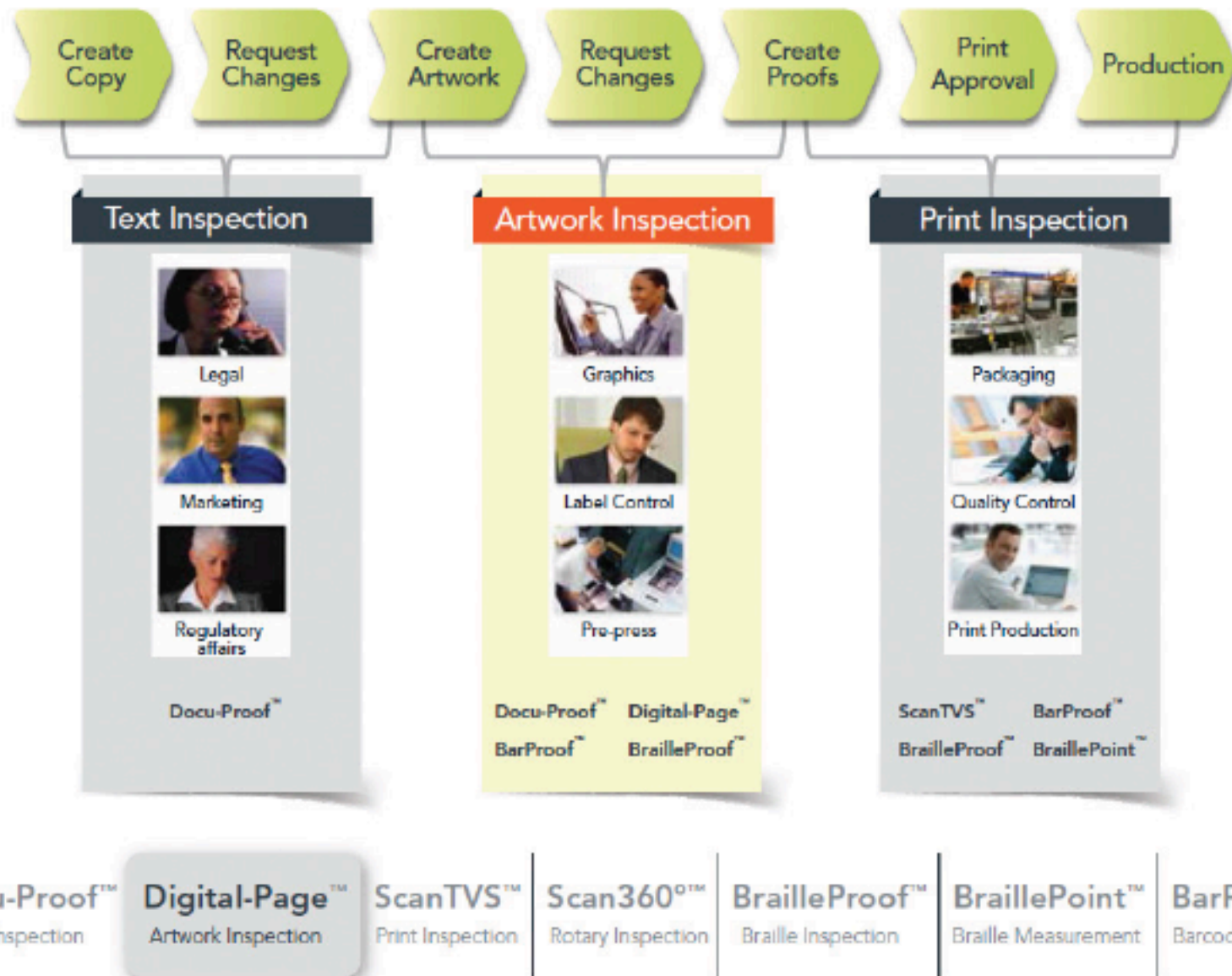
The BarProof module checks that a bar code is readable as such and in the validation a series of criteria is also



*Reuben Malz, president of Global Graphics, about Proofware: "Instead of running multiple inspections, a user can simply upload the files once and run all of the inspections in one go".*

checked, with a grade system of levels A-F applied, where A is the best. The criteria checked include symbol contrast, reflectance, edge contrast and decidability, all according to the relevant ISO standards, such as ISO 15415 and 15416. Global Vision offers a range of scanners, both flatbed and roll fed, so that a whole printed sheet can be checked and validated in one go.

Artproof, (formerly Digital-Page), is perhaps the flagship product in the suite. It automatically validates proofs or



*The Proofware software suite from Global Vision has six core components. When used together these enable an automated proofing- and validation process from origination to completed print.*

prints compared with the original artwork, and checks the proof against a previously printed and approved package. This has been adopted especially within the pharmaceutical industry, where any error on the package could be fatal for the end user. Not only fonts and images are checked, but also colour differences, die lines and step and repeat patterns.

The final app, DocuProof, concentrates on proofreading the text. As with the other modules, Global Vision supports automated proofreading by dedicated scanners so for multi-page documents like books and manuals, hundreds of pages can be inspected and validated in minutes.

On top of the Proofware suite Global Vision also offers some additional products and services, like Scan360, a scanner that can inspect cylindrical items like bottles, tubes, cans and containers. There is also the ScanWet-ink solution, a roll-fed scanner that can measure and check

the wet ink on freshly printed sheets, without smudging or smearing the ink.

Global Vision markets and supports its products worldwide, both through its own offices and through distributors such as Four Pees, which covers the prepress market. We think it's an interesting range of software modules, and if the ScanWet-ink module is further developed to check for print standard compliance, the validation process really closes the loop in terms of quality control. Global Vision is one of the few prepress vendors that has taken the trouble to go through an ISO 9001 audit, but we think that an ISO 9001 quality management certificate is a good match for those types of services and products.

The cloud based 'light' version of the software suite, called QAnywhere, is well timed to offer a Web-based distributed proofreading solution on a global market.

