VIVA Publishing Solutions:
Product Overview 2016/2017

VIVA
WE PUBLISH THE WORLD

Desktop Publishing
Your free entry to the world of first class layout programs as well as software for digital imposition and large format poster printing.

Database Publishing
The powerful software for automatic creation of your print documents from a database.

Network, Web, & Cloud Publishing
Anyone can create documents fully automatically, any time, anywhere via a network or the Internet.

VIVA: **We publish the world**

With over 200,000 users and customers, VIVA today is one of the leading suppliers of media services and software products. Service bureaus and end users worldwide use our publishing products to create catalogues, books, posters and billboards and print products of all kinds, and put their trust in our services and the quality of our software.

»VivaDesigner« runs on all operating systems in the desktop version and on all modern browsers in the Web version. Documents can also be exchanged with other programs such as Adobe® InDesign®.

VivaDesigner: One revolution for ALL

VivaDesigner is the first layout program world-wide to run on the desktop on ALL operating systems and in the Web in ALL modern browsers. It supports ALL languages in one program and is suited for ALL users: Pros, beginners, amateurs, graphic designers, corporate and end customers.

VivaDesigner revolutionizes document creation and editing

For the first time, VivaDesigner enables global, cross-platform and Web-based documentcreation and editing that meets the requirements and capabilities of both pros and beginners. Here all the functions are available that are needed to construct and lay out documents.

• No installation on the workstation.*¹
• No JAVA, Flash or PlugIn in the browser.*¹
• All browsers: IE *², Edge, Firefox, Safari, Chrome.
• All platforms: Mac, Windows, Linux.
• 100% WYSIWYG with no difference between screen and PDF in every browser.
• No functional differences between the desktop and the Web version.
• Text entry in ALL languages (incl. Arabic, Hebrew, Chinese, Japanese).
• Multilingual user interface and automatic translation of style sheets in many languages.
• Optional embedding of fonts in the document

makes a font installation on the desktop or in the Web unnecessary.
• Visual Preflight for checking thre print resolution.
• Import and Export of InDesign® documents *³.
• Hyphenation and spell-checking.
• Open XML format.
• Optional »Distributed Publishing« module:
Define as document creator/administrator which editing possibilities your customer or colleague should have for a document. Define access rights for program sectors, individual layers or objects and protect your settings with an individual password. Thus a user has the functions of a layout program, a word processing application or a photobook application according to his requirements.
• Optional »Team Publishing« module:
With this module, several users can even work simultaneously on one document: graphic designers can work on the layout while the customers edit text or images in parallel.
• Can be integrated easily into every workflow.

With »VivaDesigner« you create business documents ...

... packaging, labels, CD/DVD covers and inlays,

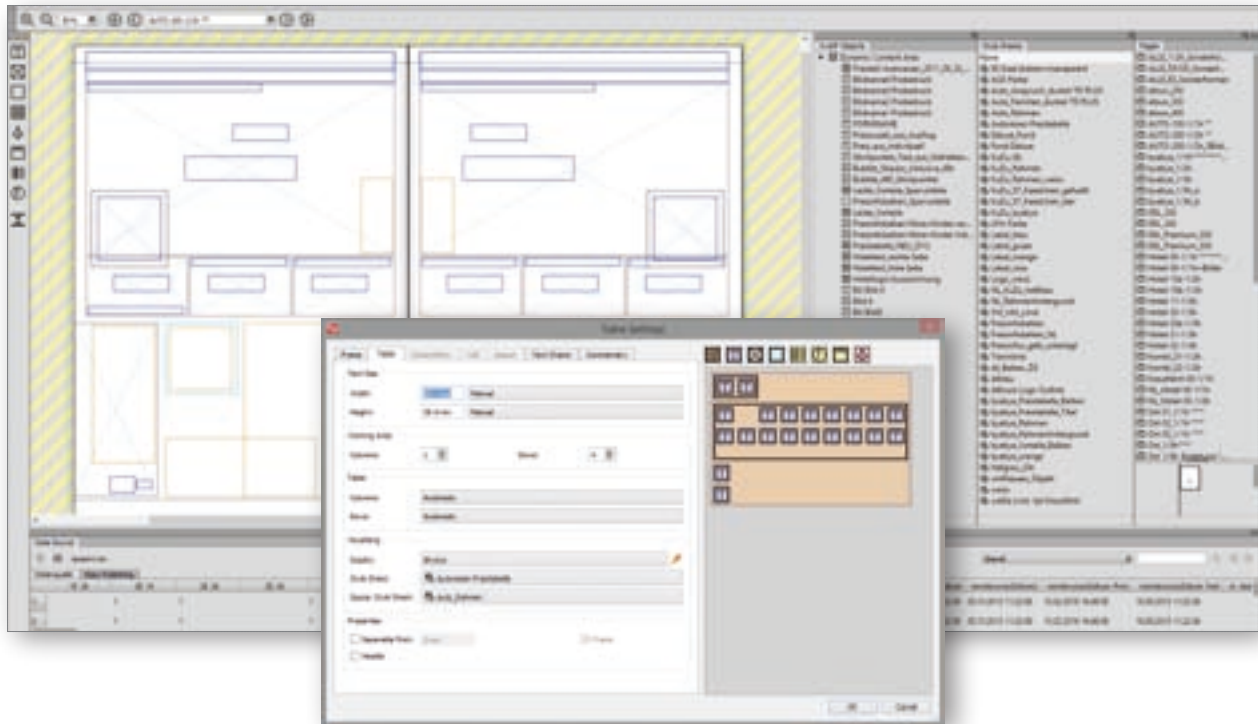**... data sheets, brochures,**

... cards, vouchers,

... ads, newspapers,

... magazines and much more

With VivaNWP Designer you can create data sheets, catalogs, price lists, ads, posters, manuals and much more.

Database Publishing with **VivaNWP Designer**:

The most powerful Database Publishing tool on the market, developed by one manufacturer as an »all-in-one« product.*

»VivaNWP Designer« is, simply put, a programmable layout program with links to a database. Thus individually created layout templates may be filled/updated automatically with database content. Based on »VivaDesigner«, »VivaNWP Designer« offers many additional graphic functions such as dynamic tables, graphs and charts, QR or bar codes.

The benefit: With the integrated rule structure, graphic designers or database users can achieve perfect results, without being programmers or learning a programming language. In this way it is unnecessary in most cases to use the integrated programming languages »Java Script« or »PHP«, which are praised by the professionals.

VivaNWP Designer features and benefits
- Cross-platform solution for Windows, Mac OS und Linux, very easy to use.
- Offers all the functions of the professional layout program »VivaDesigner« including the exchange of documents.
- Simple creation of templates with direct test functionality (Database Publishing) or for use on the VIVA Publishing server (Network Publishing).
- Additional objects for tables, bar codes or graphs and charts (according to version supplied).
- Complete rule structure for objects, texts, images, pages, style sheets and other functions.
- Integrated program languages »Java Script« and »PHP« for additional control and manipulation of layouts, objects, data or content.

All Info from: **VivaNWP.com**

Create outstanding line graphs, bar charts and pie charts fully automatically from a simple text file.

Create perfect QR or bar codes in more than 20 different formats.

* VivaNWP-Designer is the most powerful tool due to its ability to create complex documents fully automatically and at the same time offer a simple user interface that demands no additional programming.

The original from the inventor of the **Publishing Server***

Leading corporations use the VIVA Network Publishing Server technology to produce documents fully automatically via the Internet or networks.

»Network Publishing« means: Create print-ready documents fully automatically using a publishing server in the Internet or via a network, without any graphic, typesetting or printing knowledge or experience. While previous technologies on the Internet are limited with simple layouts (e.g. »Web-to-Print«), you produce complete catalogs, data sheets and much more directly from your product control system or ERP system, your Office program or any Internet/Intranet/Web application.

Advantages for end users/companies:
• Produce 24 hours a day, any time, anywhere.
• Ensure your CI is adhered to.
• No problems with fonts/images, languages.

Advantages for Service bureau/printer:
• Customer creation of print-ready documents.
• Excellent customer integration.
• Stable prices, high production volume.
• No responsibility for print data content.
• Improve organisation and communication between customer and supplier.

VIVA Publishing Server features and benefits
• Cross-platform solution.
• Extremely fast calculation, creation and delivery of documents in any format (PDF, EPS, PS, JPG, PNG, open document).
• Documents created may on requirement be further edited with »VivaDesigner«.
• The technology offers an ideal price/performance relationship in different configurations and price groups.
• One server technology for ALL languages.
• Create on the basis of templates with the comfortable »VivaNWP-Designer« or by programming the open XML format with external programs (XML Server).
• »Load-Balancing« modules enable a linking of several VIVA Publishing servers to a cluster to balance out high production volumes.

As manufacturer of layout programs for Windows and Mac OS, VIVA developed the first Publishing Server worldwide to run on all platforms.

All Infos on: **VivaNWP.com**
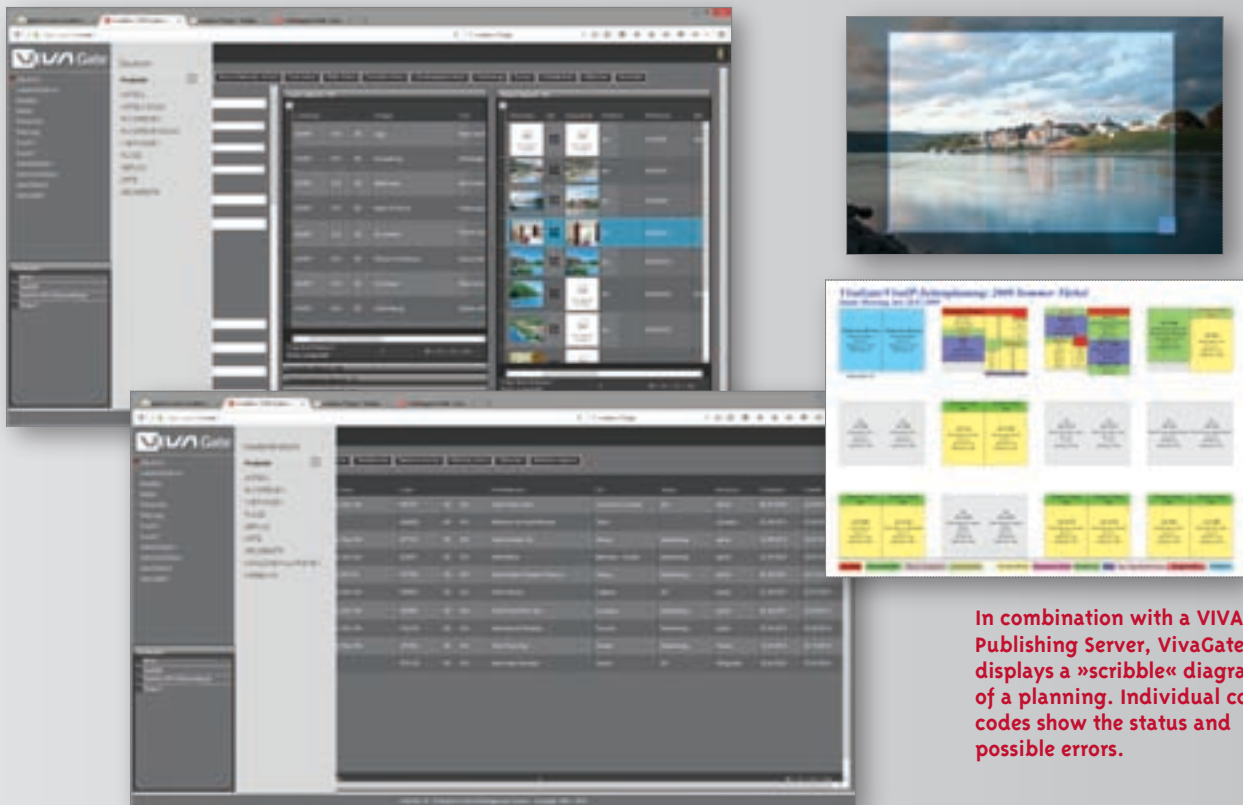
Product information system **VivaGate**

VivaGate is the browser-based, high performance product and information database, which can quickly be adapted to suit your individual requirements.

»VivaGate« is a product, information and planning database, with which complex information chains may be displayed and single pages as well as complete sections may be planned and produced. »VivaGate« is constructed to manage thousands of products, articles, prices, texts, files/images and users, and has been used successfully for years in larger and middle-sized corporations.

The modular construction of »VivaGate« makes it particularly easy for you to get started: It includes attractive licensing models, individual adaptations, ready-to-use complete solutions, accompanying service offers, process concepts, project management, system integration as well as training and support, which enable a quick start.

VivaGate features and benefits

- Browser-based and simple interface for beginners, experts and administrators with extensive user rights system.
- Freely configurable ECM system, which can display different contents and their links, and which may be adapted to the customer's requirements.
- Well developed system, proven in practice, used for years by larger and middle-sized corporations.
- Ideal data source for website, Internet shop and ERP systems.
- Attractive licensing model through purchase, rent or hosting.
- Powerful functions for the entry and management of text and images.
- Extensive service offers (concept, project management, system integration, training).
- Perfect co-operation with the »VIVA Network Publishing«-servers.

In combination with a VIVA Publishing Server, VivaGate displays a »scribble« diagram of a planning. Individual color codes show the status and possible errors.

Tour operators use VivaGate for managing their hotel data, text and images. In connection with a »VIVA Network Publishing« Server, complete catalogs can be planned and created fully automatically.

All Infos on: **VivaGate.de**

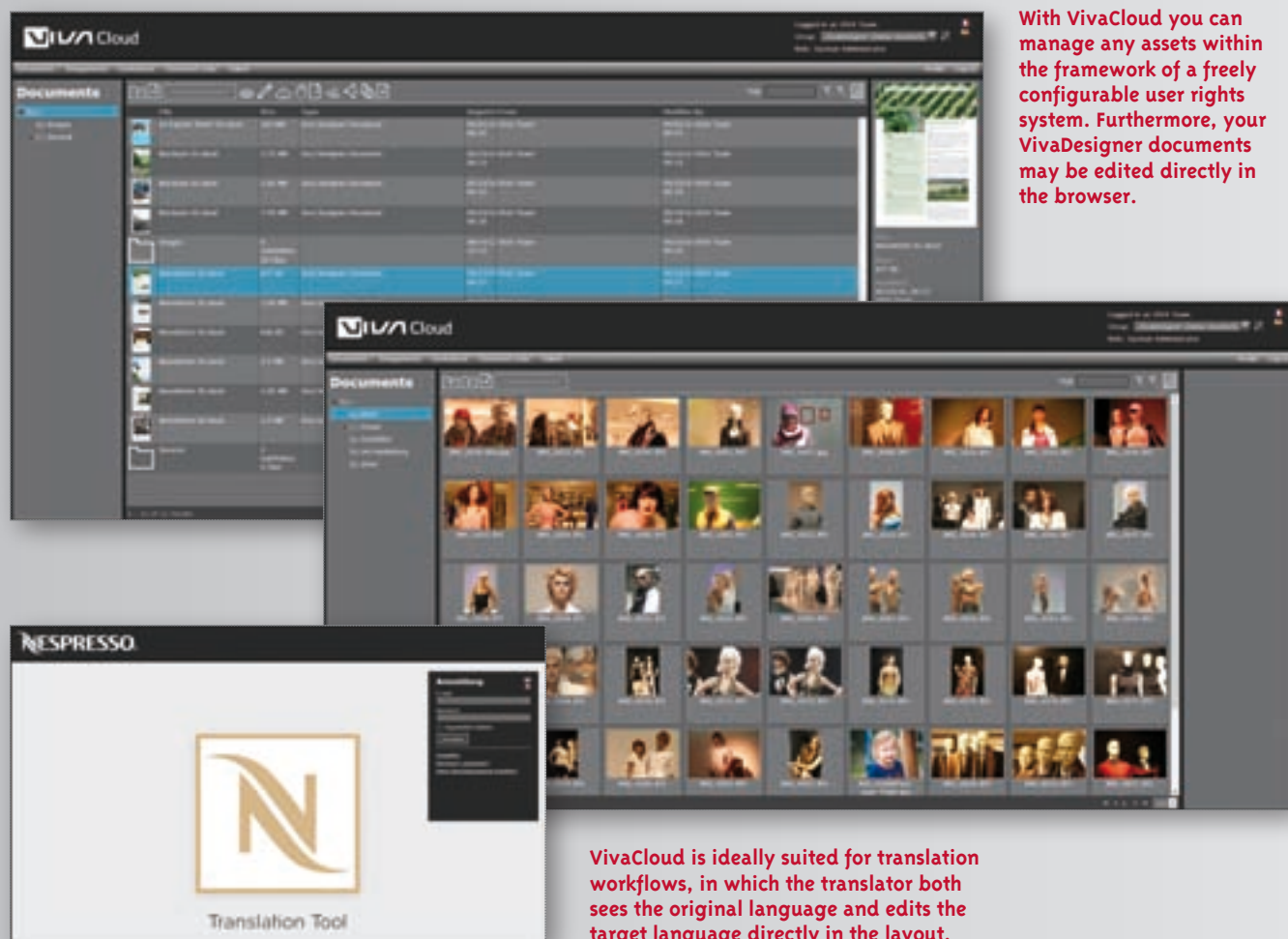# Media Asset Management System **VivaCloud**

VivaCloud is a browser-based Media Asset Management with which you manage any files and even enables the live editing of layout documents.

VivaCloud is a Media Asset Management (MAM), with which files of any type can be saved, shared and managed in the Internet. VivaCloud is particularly suitable for agencies, printers, media service providers and companies who want to provide their customers, suppliers or employees with a simple platform for the management of files and for the editing of layout documents.
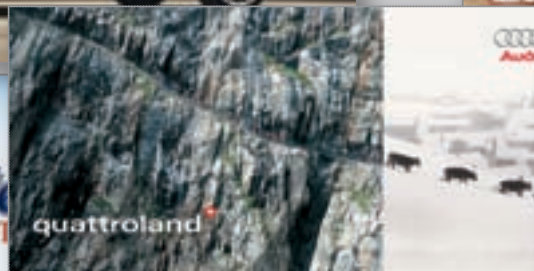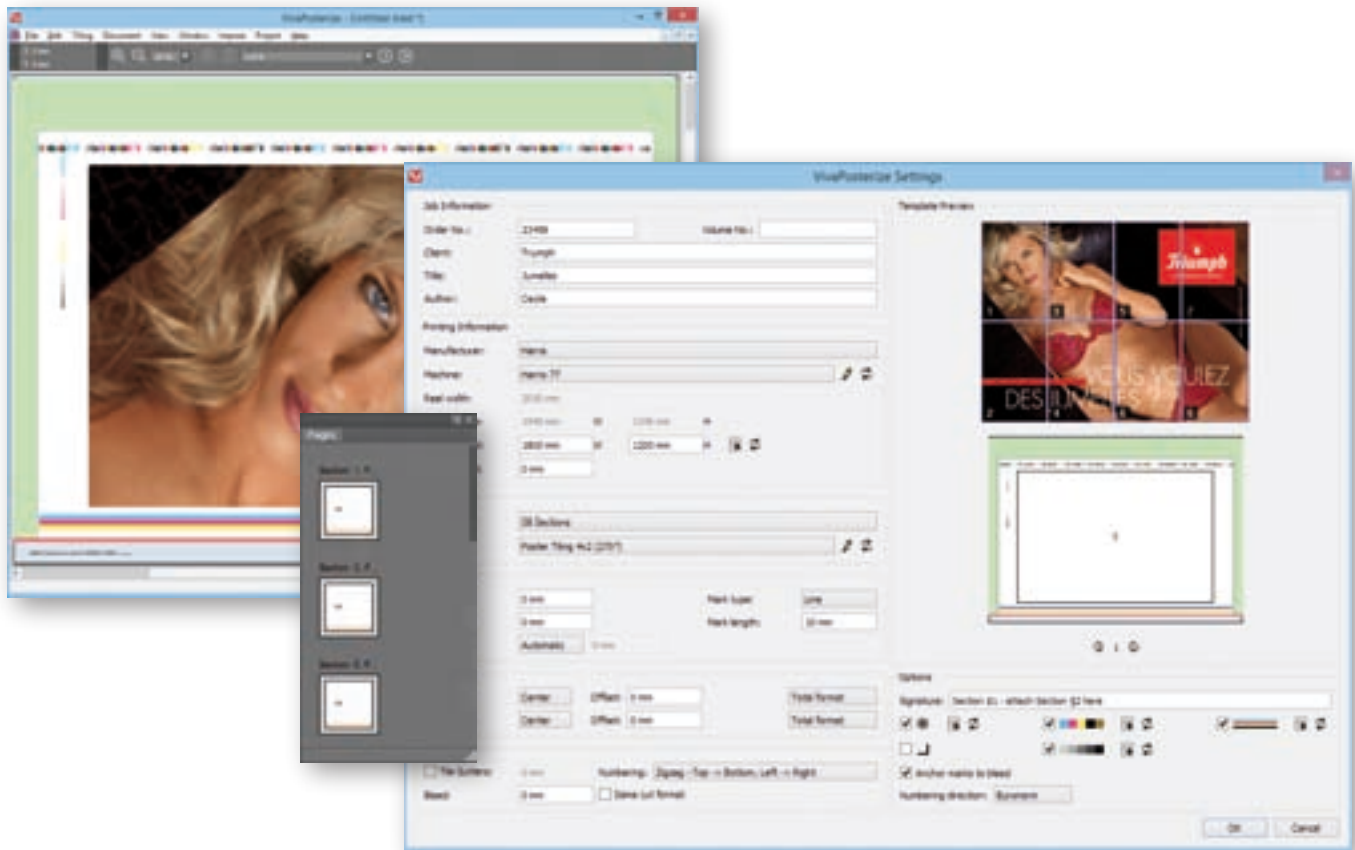
The special benefit of VivaCloud is the possibility of editing open layout documents with VivaDesigner directly in the Web browser. Here the user has ALL the functions of the professional typesetting and layout program at his fingertips. Furthermore, the editing possibilities can be limited individually. Even working simultaneously on ONE document in a team is possible.

VivaCloud features and benefits
- Browser-based and simple interface for beginners, experts and administrators with extensive user rights system.
- Freely configurable assets such as open layout documents like VivaDesigner or InDesign, fonts, videos, PDFs or Office documents.
- Open and edit open layout documents in VivaDesigner. Ideal for correction/proofing and translation workflows with employees, customers, suppliers or translators..
- Dynamic forms for automatic production of business cards or other print products with a »VIVA Network Publishing« Server.
- The system can be personalized for any number of customers.
- Attractive license model with purchase, rent or hosting.

With VivaCloud you can manage any assets within the framework of a freely configurable user rights system. Furthermore, your VivaDesigner documents may be edited directly in the browser.

VivaCloud is ideally suited for translation workflows, in which the translator both sees the original language and edits the target language directly in the layout.

Large format printing with **VivaPosterize**:

VivaPosterize is the standard tool worldwide for the tiling and output of large format posters and billboards.

VivaPosterize is the leading tool worldwide for the tiling and output of large format posters and billboards.

The central point of the customer requirements was the demand for a comprehensive but not overloaded user interface that supports the user in the best possible way at all times. Instead of carefully creating templates, setting and checking hundreds of parameters, VivaPosterize presents the user with a single dialog. In this dialog all the settings for a professional tiling of a poster can be made in one minute. In this way the dialog simulates an electronic lighting table with its preview functions.

The result: VivaPosterize guarantees the professional user an extremely high processing speed with maximum security.

VivaPosterize features and benefits

- Cross-platform solution for Windows, Mac OS and Linux, very easy to use.
- Creation of posters up to 16 x 16 meters.
- Automatic tiling and/or creation of copies.
- Complete WYSIWYG display of all sections and press sheets with marks and sheet inscriptions.
- All settings can be completed in one dialog in just 60 seconds.
- Several sections may be output to a press sheet with individual rotation.
- Individual height and width may be defined for each poster section.
- Numbering of sections according to European standards or custom settings.

All Info from: **VIVAPOSTERIZE.COM**

* Leading poster printers use VivaPosterize because it is the best and fastest tool for automatic tiling and output of large format documents.

Perfect imposition with **VivaImpose**:

VivaImpose is the easy-to-use digital imposition software used by leading printing companies.

VivaImpose is the leading tool for automatic digital imposition. Since its market launch in 1995 the program has been setting standards in speed, security, flexibility and functionality.

Developed in co-operation with leading printing companies, VivaImpose is able to process documents with a speed and precision that to date has not been equalled.

Therefore it is no surprise that many millions of publications are produced with VivaImpose every year. Our customers are sheet-fed, web press and digital printers who produce books, brochures, newspapers and journals, catalogs and much more for countless industrial customers. You have therefore almost certainly at some time held a print product in your hand in whose production our software was involved!
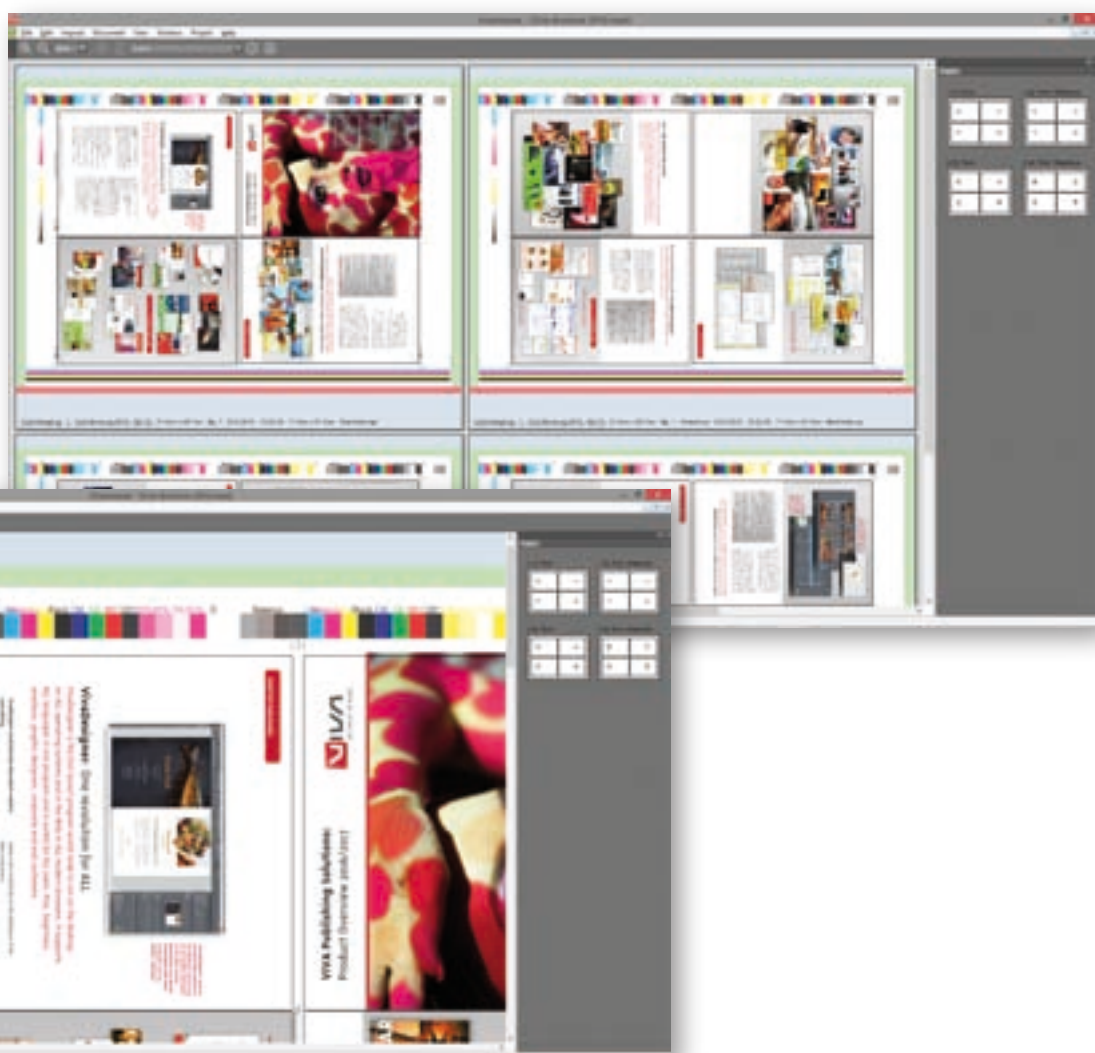
VivaImpose features and benefits
- Cross-platform solution for Windows, Mac and Linux, very easy to use.
- Automatic data Import (PDF, EPS, LAY, TIFF, CT, LW, etc.) including cropping and facing page mode.
- Machine-oriented working process guarantees optimum control.
- Automatic imposition and/or creation of multiple copies using format-independent templates.
- Complete WYSIWYG display of all pages and imposed press sheets with marks and spread inscriptions.
- Calculation and display of large documents in just a few seconds.
- Individual linking of templates, machines & marks.
- Manual inclusion of spreads from other jobs or applications.
- Automatic calculation of half and quarter sheets for optimum sheet usage in book-printing.
- Automatic generation and positioning of bar codes.

All Info from: VivaImpose.com

Whether you are a sheet-fed, web press or digital printer — the cross-platform imposition solution VivaImpose guarantees the professional user an extremely high processing speed with maximum security. See for yourself how you can profit from it.

Consulting and Development

Thanks to years of experience with countless projects, fields and tasks, VIVA can offer customers comprehensive advice and develop solutions.

Design consulting

Many graphic designers produce excellent layouts, but seldom take any automation into consideration. A concrete example: A concern asked a layout Professor to create a concept for a new catalog layout. The result looked excellent, but for the customer's application unusable. Our experienced designers and experts in automatic design show you how your layout can be better automated and how you can save even more space – and thereby also money.

Organisation consulting

After an extensive analysis, we show you how you can improve your processes in the creation of documents and printed material. If the product information system »VivaGate« is applied, VIVA can use the extensive concept of user rights and roles to improve organisation and processes. With »VivaGate«, all the employees, freelancers, customers, dealers, local country reps, suppliers, and even internal as well as external service suppliers (agencies, printers, translation bureaus) can be organised perfectly.

Data consulting

Experience has shown that the preparation of company data is a truly critical point in the implementation of publishing projects. Together with the customer, VIVA explores the possibilities of using existing databases and data sources, checks the data quality and provides ways and solutions to raise the quality or get around quality problems. A concrete example: A customer had over 30,000 images, of which a great many had the same content, but had been saved with another name. The solution: VIVA developed a program, in just a few days, to analyse all images electronically, compare every pixel, rename recognised duplicates automatically and copy them to a predefined folder. This was a task for which a single person would need months to complete.
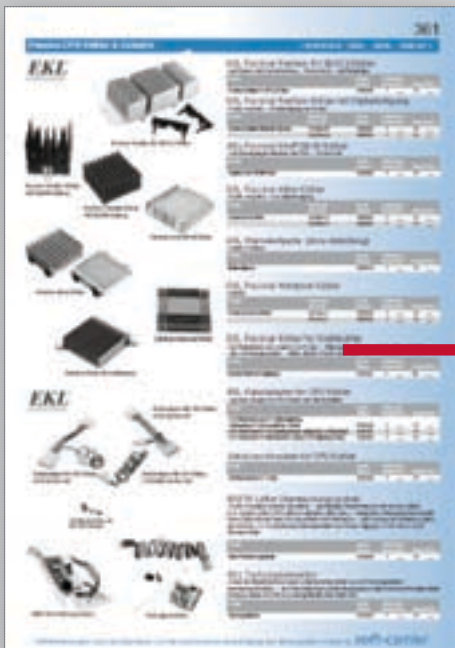
Project management

At the start of a project, VIVA creates a specification document, in which the project, its goals, the equipment required, the technology, the organisation, deadlines and the data basis are described exactly. The subsequent implementation of the project is made according to this specification.

Software development

VIVA offers inexpensive solutions on the basis of its standard products. Within the framework of new customer requirements, VIVA if possible develops new modules, which after development are available to all customers. Thus the costs of a possible program extension are reduced considerably. A concrete example: A customer needed to be able to combine his images in a specific order. For this, VIVA developed the universal tool »VivaGate Composer«, with which any elements can be laid out according to requirements.
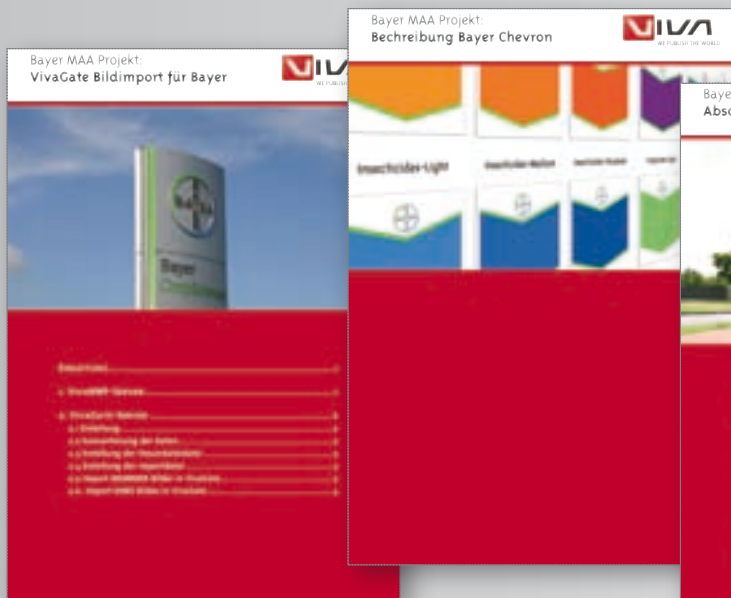
Developer support

All VIVA products possess an open interface which may be used by third party suppliers and software developers. VIVA offers software developers who want to integrate VIVA products in their developments or organisations an extensive developer service. This includes the supply of the source code for different applications. A concrete example: A customer wanted to combine his product database with the VIVA Publishing Server to produce catalogs. VIVA provided the customer's development department with suitable examples in source code text that the developer then only needed to integrate into his application. Within one day, the control of the VIVA Publishing Server was integrated into the customer's database application.

**Design consulting
Example 1:**
VIVA developed for »Soft-
Carrier« a new layout (right),
which is clear, well structured
and can be produced fully
automatically.

**Design consulting
Example 2:**
VIVA developed a new layout
(right) for »VKF-Renzel«,
which can be produced fully
automatically. Together with
the customer, the basis forms
for the product pages as well
as the display of the chapter
information and page numbers
were revised.

**Within the project
framework, VIVA
creates extensive
documentation and
specifications.**

POC, Implementation, Training and Support

This speaks for itself: VIVA has since its foundation in 1994 completed all projects successfully and within the agreed deadlines.

Security with »Proof of Concept« (POC)

In many cases, customers have problems imagining how a computer can produce a catalog or packaging fully automatically. Sometimes a competing supplier promised much but delivered little. A concrete example: For such cases, VIVA offers a »Proof of Concept« (POC). Within the framework of a prototype it is proven that the software can fulfil its task. If the software is unsuccessful, the customer does not pay a cent. If the solution works, VIVA includes the cost in the project pricing. Thus the customers buys a solution that is tailor-made to function for his specific application. This achieves security and trust.

Training and Workshops

With its training sessions and workshops, VIVA helps you to help yourself. Therefore we train both end users in the use of the software as well as graphic designers, system integrators, developers, consultants and agencies. The training sessions offer both an introduction to the technology and also concrete assistance in the completion of specific tasks. Within the framework of the workshop, we identify with the customer exactly what is needed and develop the strategies and solutions for a successful application of the publishing products in the organisation.

Project implementation and management

Depending on the order, VIVA takes over the complete management of the project and the responsibility for its implementation. Here we help corporations and service providers to enter easily into an efficient technology showing the way forward. A concrete example: A service provider and his customer wanted to implement the complete VIVA technology and to replace all existing systems in just three months. For time reasons, VIVA took over the project management, built up all the databases, created the templates for the Publishing Server and in the meantime trained the service provider and his customer within the framework of the project implementation (Keyword: »Training on the job«). After all work was completed the service provider and his customer were able to further develop the templates and the databases.

Service and Support

With and after the implementation of VIVA products, the customer has an extensive service and support offer available. Starting with a day, night and weekend service, right up to guaranteed reaction and solution times, VIVA offers »First Level« and »Second Level« support in different languages. A concrete example: A multinational corporation implemented the VIVA technology in fourteen languages. VIVA gave the customer worldwide support in several languages.

Supply

VIVA offers customers who are worried about large investments or whose resources do not allow a fast project turnover to supply the software within a hosting framework. A concrete example: A corporation wanted to introduce the VIVA publishing technology, but had no resources free in his IT department to manage the project or provide support. The solution: VIVA set up the appropriate servers in its computer centre and offered the service in the form of an ASP/ Hosting agreement. The customer received FTP access to the server so that he could organise his data.

Purchase, Financing, Rent and Hosting

A further plus for the application of VIVA products is provided by the financing models. As developer of the software, VIVA can offer financing, rent and hosting options.

Successful History

Since its founding in 1994, VIVA has completed all projects successfully and within the agreed deadlines. This speaks for itself.

Within the framework of training sessions and workshops, VIVA helps you to help yourself. As well as the end customers, graphic designers, system integrators, developers, consultants and agencies are trained in the use of the software products.

The analysis for optimising the publishing processes is carried out either by VIVA specialists or together with the customer in the framework of a workshop.

Any questions?

Call us on:
+49 261 8842-660

or send us an email via:
www.viva.us/mail-to-viva

Leading companies service bureaus and printers trust our products and services,

Automotive: Audi, BMW, Lexus, Mercedes Benz, Fiat, Volkswagen, Peugeot, Daewoo, SEAT, Ford, Smart, Vauxhall, Renault, Chrysler, Jeep, Honda, Jaguar.
Consumables: Aldi, apetito, McDonalds, Müller Milch, Nescafé, KFC (Kentucky), Kellogs Cornflakes, Mars, Magnum, Toblerone, McCain, Nespresso.
Industry and Trading: AEG, Bosch, IKEA (Spain & UK), Phywe, Karstadt, Procter & Gamble, Soft-Carrier, Quelle, Marks & Spencer, Mettler-Toledo.
Financial: Cortal Consors, Deutscher Sparkassen- und Giroverband, Postbank, Schroders Investment, HSBC, Mastercard, Barclaycard, Maestro, Halifax.
Pharmaceutical & Chemical: Aesculap, Bayer, Pfizer, B.Braun Melsungen.
Transport & Freight: Deutsche Bahn, DB Regio,

Schenker, Eurostar.
Fashion & Cosmetics: Armani, Chanel, Wrangler, H&M, Nivea, Boss, Nike, Adidas, C & A, Gucci, Levis, Puma, L'Oreal, GAP, Esprit Bodywear, Triumph, Palmolive, Colgate, Ariel, Gillette, Versace.
IT and Telecommunication: AGFA, CREO, Microsoft, O2, Hewlett-Packard, Samsung, Vodafone, T-Online, Deutsche Telekom, British Telecom, Tiscali, Orange, VIAG Interkom, Debitel, FujiFilm, EBAY, Kodak, AOL, Epson, Intel, Motorola, Nokia, Sony, Sony Ericsson, Yahoo, BBC, Canon, Discovery Channel, Logitech.
Tourism: Alltours, Berge & Meer, Olimar Reisen, British Airways, AirFrance, Easyjet, Virgin Holidays, P&O Cruises, Singapore Airlines, Icelandair.

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