OPTIMIZE AND CONTROL YOUR DISPLAY AD PRODUCTION WORKFLOW WITH CALLIGRAM STUDIO
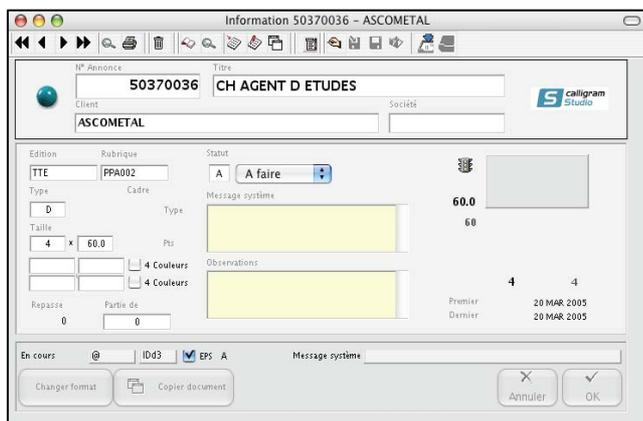
Thanks to its sophisticated design features and productivity tools improved by automation of repetitive tasks, **Calligram Studio** lets you work faster and better than ever.

Avoid delays, expensive errors during the production and possible claims from the customer by making the ad production being conform to the order form.

Rely on Calligram Studio and instantly improve your productivity!

A single fabrication form to know everything about the advert

All information on each display ad is gathered in one form, permanently updated. Ad elements (texts, images...) can be attached to a display ad with a simple drag and drop onto the form. Every modification of the ad is naturally tracked in the form!

A powerful query engine

Complex searches can be done in the database to optimize the ad creation : search on customers, ad priority level, status, production deadline... Ads can for instance be sorted according to their status in order to clearly manage the priorities. Finding an archived ad is no longer an issue.

Piloting Quark, Indesign...

Calligram Studio will automatically generate a new document in your DTP system, with the correct dimensions, and using the advertiser's templates. All graphical elements linked to the ad are also automatically imported.

Speed up the ad production letting the designer being free from time consuming tasks: the designer just needs to focus on the design of the ad! Saving the result in the correct location with the accurate name and generating the EPS file is also automated.

Logo and images library

Images and logotypes linked to the ad are stored in databases under the simple structure of catalogs. The catalogs facilitate the organization and identification of the elements linked to an ad. Keywords can be assigned to logos to organize them and avoid unneeded file duplication on the server. A single drag and drop will link an existing logo to an ad.

Improve the cooperation between sales and production departments

Ordering and production processes are completely integrated so that efforts are not done twice. Deadlines, design constraints, graphical elements, everything is clear.

Automatic batch of all systematic processes

Every step of the production workflow that can be automated will be handled by Calligram Studio batches (emailing , PDF making, files copy for pagination, archiving...). Batches can be scripted to perfectly fit your needs. Never do twice the same manual operation! No need to remember, everything is launched automatically.

Elimination of production errors

Permanent ad tracking

Users can see a sequential record of all tasks that have been carried out in a specific ad. Each operation updates the ad status. Thanks to advanced monitoring functionalities, simplify the workflow by assigning tasks. The Sales rep, the designers and the supervisor are always aware of what has to be done and when.

Driving of the preflight software

All ads can be automatically sent to a preflight system, and the log result retrieved by Calligram Studio. Depending on the result, Calligram Studio automatically updates the ad status. All ads in error or not finished can be listed at any time for specific correction operations, thus providing you with an extremely reliable alert system.

Web Access for sales rep / customers

With the Studio web module, your customers or sales reps can, via their web browser, modify the info on the ad form : add a photo or a text, validate an ad or ask for a modification, download the PDF of the ad... The overall communication is drastically improved.

Automatic emailing

Calligram Studio can automatically send PDF of produced adverts to the sales rep and/or customer for proofing. The email specifies the precise deadline to be respected.

Complete integration in your workflow

MAC or PC, Quark or Indesign, make your own choice !

Calligram Studio supports both MAC & PC platform natively and is compatible with a large variety of databases: MySQL, MS SQL, Oracle, SYBASE, Omnis..

Conceived for exigent production workflow, Calligram Studio can easily be integrated with any booking system. Moreover Calligram Studio works with the main DTP software: Quark Xpress ™, Adobe In-design™, Multi-Ad Creator ™, etc.

 SOME REFERENCES

IN FRANCE
Sud-Ouest, Ouest-France, Le Progrès, Midi Libre, La Provence, L'Union de Reims, Le Républicain Lorrain, Le Télégramme, L'Éveil de la Haute-Loire, Le Courrier de l'Ouest, Presse Océan, Courrier Picard, La Manche Libre, La Tribune de Montélimar, Le Journal de la Haute Marne, L'Indépendant, PubliHebdos Etc.

OUTSIDE FRANCE
United Kingdom Friday Ad, Coalville Times, East Lothian Courrier, **Italy** La Locandina, Secondamano, **Norway** Finansavisen, Eidsvold Blad, Nationen, Dagsavisen, **Island** Dagbladid Visir, **Belgium** Vlan, Etc

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