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# Shreveport Times readies for press

BY TARA MCMEEKIN EDITOR

**When The Times** of Shreveport, La., commissions its WIFAG Berliner press at the end of September, it will have a solid prepress foundation in place to anchor operations.

Photo: Graphic Web Systems



The Times' retooled press, installed and supplied by Graphic Web Systems, will go on-edition this fall.

The paper is in the midst of a phased rollout of NewsWay software from ProImage, which began late last year. The app will help the paper manage new and existing equipment and merge front- and back-end apps to allow the

publisher to manage and track pages and plates throughout each stage of the production workflow, Project Manager Andy Swanton told *News & Tech*.

"Phase one late last year was to drive to our 3850 film imagers and to replace the RIPs and get rid of aging hardware," he said.

Phase two of the NewsWay installation, he said, will allow the publisher to transition from film to CTP early this summer when it installs Trendsetter News units it acquired from sister Gannett paper the Pensacola (Fla.) News Journal.

The third and final phase of the rollout will integrate NewsWay with the ABB MPS control system on the WIFAG press.

Swanton said NewsWay's ability to interface with the ABB app was key for the paper.

"We'll do a press layout in ABB MPS," he said. "We will pass that data to NewsWay in terms of pages, colors, the actual press run — and then we will use Jazbox to send pages to ProImage and then output the pages to the CTP units to make plates."

Integration with MPS will allow The Times to automate edition planning as NewsWay extracts information from MPS. This will include plate cylinder location information that can automatically be burned onto the publisher's SLP thermal plates to ensure they are hung correctly on the press.

NewsWay will also calculate ink-preset values and pass those onto the ABB system.

## Remote control

Production staff will access NewsWay from The Times' new print site, located

near the paper's existing building.

"It will be connected with a fiber line that will allow us to access it in the new building."

Remote access will result in better control and monitoring overall, Swanton said.

"We can monitor things anywhere, anytime and it will give us the ability to automate things that we used to do manually," he said.

In addition to edition planning and tracking, load balancing RIPs and output devices and imposition, NewsWay will automate the tasks of soft proofing, plate approval and routing pages to additional destinations for e-tearsheets, archiving and e-editions.

"The ability to soft proof on the new press is a key component of this," Swanton said. "No workflow is a straight line, and NewsWay was able to adapt to that and give us the flexibility to work within our own parameters."

When The Times commissions its reconditioned WIFAG OF 790 press it will be the third U.S. paper — joining the Reading (Pa.) Eagle and the Journal and Courier in Lafayette, Ind. — to print the Berliner format.

## NewsWay in Mobile

The Press-Register of Mobile, Ala., meantime, deployed browser-based NewsWay to integrate a number of prepress systems, and OnColor Eco ink optimization to reduce its use of color inks.

NewsWay creates an edition plan for the Press-Register and accepts files from the paper's Harris editorial and Mactive advertising apps.

Pages are assembled and routed to the appropriate OneVision folder for pre-flighting. Once pages are distilled, PDFs

are routed to OnColor Eco and output to the Press-Register's Harlequin RIPs.

Approved plates are sent to one of the Press-Register's two CTP devices, which NewsWay load balances. NewsWay also routes PDF pages to the publisher's e-tearsheet and archiving systems.

Finally, NewsWay calculates ink presets and transmits them to the Press-Register's Pecom press control system. ▲



Assistant prepress manager Donna Little works on pages for The Times in NewsWay.

Photo: ProImage