OneVision



Fully automated image enhancement in perfection!

amendo

ancho Fully automated image enhancement

23 steps in 4 sec • Consistently high image quality • Around the clock

With its intelligent image analysing solution, Amendo® delivers perfect results – in the shortest time possible and to a consistently high standard.

- ✓ Better image quality
 - ___
- ✓ Saves time and money
- ✓ Easy to use

✓ High throughput 24/7









- ✓ Considerable time and cost savings With its intelligent automation, Amendo® can replace manual work, optimising your images around the clock and with fewer resources
- ✓ Customised to your world of colours Tailored to your needs
- ✓ Higher standard of quality Amendo® significantly improves the quality of your images and reproduces to consistently high standards
- ✓ Ongoing further developments With our regular updates you can benefit from the latest technology*
- ✓ Web-based administration Flexible control and browser management



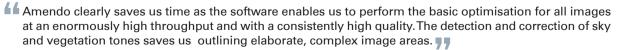
*Subject to making a support agreement

RETURN ON INVESTMENT

Example calculation: 8 weekly magazines with a total of 2,000 images

| WITHOUT AMENDO® | | WITH AMENDO® AND 60 % AUTOMATION ² | |
|--|------------------------------|---|--|
| Internal repro: | External repro: | WITTAMENDO AN | ID 00 /0 AO TOMATION |
| 11 image editors Average salary: 45,000 € Annual salary costs: 495,000 € | Cost per page: 20 € | Technical costs: Server costs: 5,000 states License: 15,700 states Service and maintenance costs: 8,460 states Annual depreciation (over 3 years): 9,720 states | € Average salary: 45,000 € € Annual salary costs: 225,000 € |
| | | Weekly cost of automated image editing: 187 € | Weekly salary costs: about 4,330 € |
| Weekly salary costs¹: about 9,520 € | Total weekly costs: 11,520 € | Total weekly costs: 4,517 € | 04.4 |

¹Plus workstation costs (hardware, software, etc.)





 $^{^2\}text{The rate}$ of image optimisation automation depends on the end product and usually varies from 50 to 100%

- Intelligent image optimisation in 4 seconds
 Import images → Automatically identify image quality → Automatically enhance each image individually → Export images
- ✓ Memory colours Instantly identify and enhance skin tones, sky tones and vegetation tones
- Perfect Skin Technology Automatically optimise skin tones. Harmonise different skin tones while preserving individual elements. As a result you establish well balanced skin tones for multiple images.
- ✓ Automatic reconciliation of Exif, IPTC and XMP metadata
- Rule-based manipulation of any metadata tags Even in your custom name spaces for optimal workflow support
- ✓ Photoshop® and Indesign® extensions For flexible post-processing
- ✓ OneVision® Helpdesk Our solution-oriented and skilled experts are here to help*

*Subject to making a support agreement











BEST REPUTATION





MEDIA GROUP

The Bauer Media Group is one of the most successful media houses worldwide. More than 600 magazines, over 400 digital products and 100 radio and TV stations reach millions of people around the globe. In addition, print shops, and mail, distribution and marketing service providers belong to the company portfolio. The Bauer Media Group emphasises its passion for people and brands with its global positioning. The motto "We think popular" describes the Bauer Media Group self-image as a house of popular media and gives inspiration and motivation to around 11,000 employees in 20 countries.



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