



— Fully automated image enhancement in perfection! —

amendo

amendo 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
- ✓ High throughput 24/7
- ✓ Easy to use



COST SAVING



SECURITY



QUALITY



AUTOMATION

- ✓ **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 % AUTOMATION²	
Internal repro:	External repro:	Technical costs:	plus salary costs:
11 image editors	Cost per page: 20 €	Server costs: 5,000 €	5 image editors
Average salary: 45,000 €		License: 15,700 €	Average salary: 45,000 €
Annual salary costs: 495,000 €		Service and maintenance costs: 8,460 €	Annual salary costs: 225,000 €
		Annual depreciation (over 3 years): 9,720 €	
		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 €	

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

²The rate of image optimisation automation depends on the end product and usually varies from 50 to 100%



“Amendo clearly saves us time as the software enables us to perform the basic optimisation for all images at an enormously high throughput and with a consistently high quality. The detection and correction of sky and vegetation tones saves us outlining elaborate, complex image areas.”

Stefan Widmann, Head of Media Production Motorrad



- ✓ **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*

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PERFECT SKIN



SKY TONES



CONTRAST



SUPPORT

BEST REPUTATION



Magazines produced with Amendo®



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.



OneVision Software AG
Dr.-Leo-Ritter-Straße 9
D-93049 Regensburg

amendo

www.onevision.com/amendo.html
sales.ce@onevision.com
Tel.: +49 941 78004 410