

» company update «

# 28.02.2011 Pagemasters launches imaging services

**Pagemasters has launched imaging services for the print and online publishing industry.**

**In association with Sydney-based imaging and graphics company Velocity Made Good, the new service will enable newspaper and magazine companies to significantly reduce costs while maintaining quality and fast turnaround times.**

**The imaging service – which will encompass clear-cutting, image enhancement, colour correction and 360-degree imaging for iPads – will use VMG’s operation in the Philippines to access a highly skilled, cost-effective workforce.**

**The service will be available for both advertising and editorial images.**

**Pagemasters, which is a wholly owned subsidiary of Australian Associated Press (AAP), will provide marketing and client liaison for the new service, and VMG will manage operations.**

**VMG currently supplies imaging production for Fairfax Media in New Zealand and for Hearst Magazines in the US, including titles such as Cosmopolitan, Esquire, Harpers Bazaar, Marie Claire and Good Housekeeping.**

**AAP Chief Executive Officer Bruce Davidson said the move into imaging was a logical extension to Pagemasters’ suite of services for the publishing industry.**

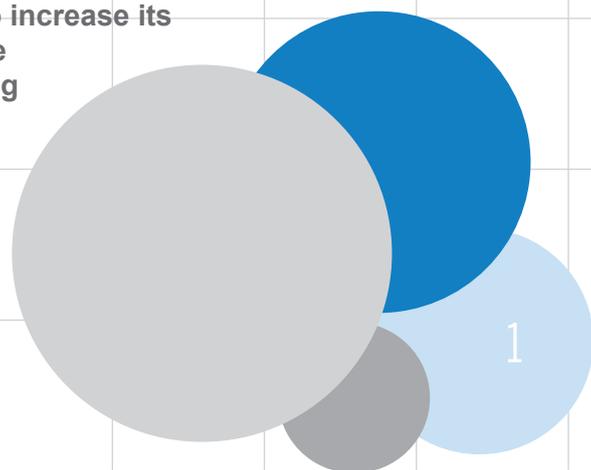
**“Publishing, especially in newspapers, is now all about content. With the advance of technology and communication, the production functions, including imaging, can be outsourced effectively. This will have real benefits for publishers, and help them navigate the challenging times facing the industry,” Mr Davidson said.**

**Mr Davidson also said it was important for AAP to work with a leading provider in the market. “VMG is not only that player but has already earned a deserved reputation of reliability with key clients such as Fairfax NZ and Hearst Magazines,” he said.**

**VMG Sales & Marketing Director Doug Drury said the outsourcing of imaging by Hearst and Fairfax Media was completed smoothly and was now providing significant savings and quality improvements.**

**“The feedback from production managers has been extremely complimentary, and Hearst in particular is looking to increase its throughput to Manila in the coming months. With the support of Pagemasters and AAP, we are now looking forward to offering these services to a wide range of publishing groups in Australia and beyond,” Mr Drury said.**

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## ABOUT VMG

VMG is the market leading provider of pre press imaging services, working with major publishing companies globally.

Specifically its services include image background removal, retouching, colour correction, and online/offline advertisement design. These services are fulfilled through a wholly owned production studio in the Philippines.

VMG is a privately owned business headquartered in Sydney. The company now has operations in four countries and a growing staff of approximately 40.

