

The design tool for the rest of us

Online Artwork

by **OmnITEK**

Online Artwork is a comprehensive web2print solution with integrated print preview and assured output using print ready, font-free SmartPDF technology coupled to a SmartWeb backend server

A wide variety of product designs can be created in a web browser from templates or designed dynamically using the freeform canvas with integrated drawing tools. The system caters for the casual user who requires a simple business card through to the media relations dept of a large organisation who require the design and production of a multi-page publication.

The system can be tailored to the print user's requirements and caters for B2B and B2C design and print applications.

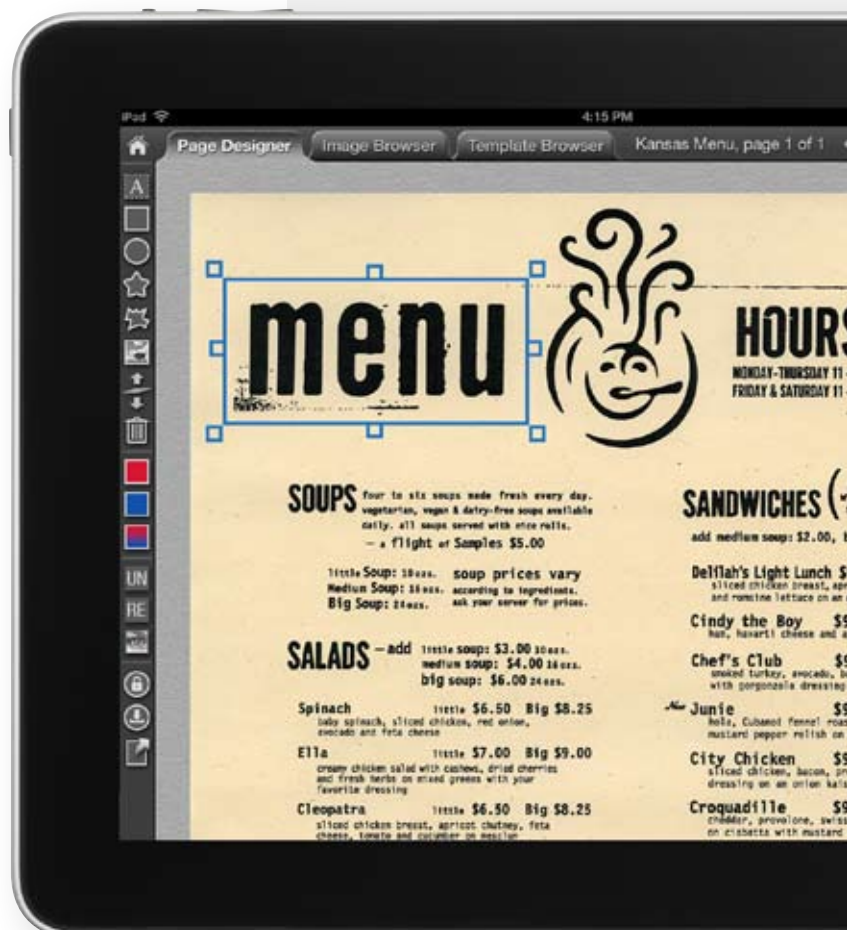
The embedded templates for Online Artwork cater for many online sales products including but not limited to:

- Business cards/stationery
- T-shirts
- Signage
- Flyers
- Cards
- Brochures
- Product marketing materials
- POS materials
- Menus
- Photo Albums
- Calendars
- Diary Production

The owner is free to create his own designs and submit them as a template to the system, differentiating him and creating his own specialty products. Alternatively the end user can create his own design template and save it to his own account.

Online Artwork works with any standard HTML5 compliant web browser and does not require any plugin or the download of any special application. All aspects of the design, proofing and ordering process is handled completely in the browser.

The system therefore lends itself to be used on mobile devices such as the Apple iPad and Android Pads across 3G and 4G-LTE networks. Designing, proofing and ordering your required print products has never been easier.



How it works

Using an HTML5 compliant browser, the user can select the print product required and either use one of the standard templates or create his own design. If the product is enabled to allow the user to select his own image material, the system checks the validity of the image(s) and warns the user if the image specification will result in low quality output.

At any stage in the creation process, the user can soft proof his design to screen. Once complete, the user can complete the order process entering the required eCommerce information.

This order is captured by the system, a high-res, print-ready, font-free SmartPDF is created and is submitted as a Job Ticket with complete job details to the printer.

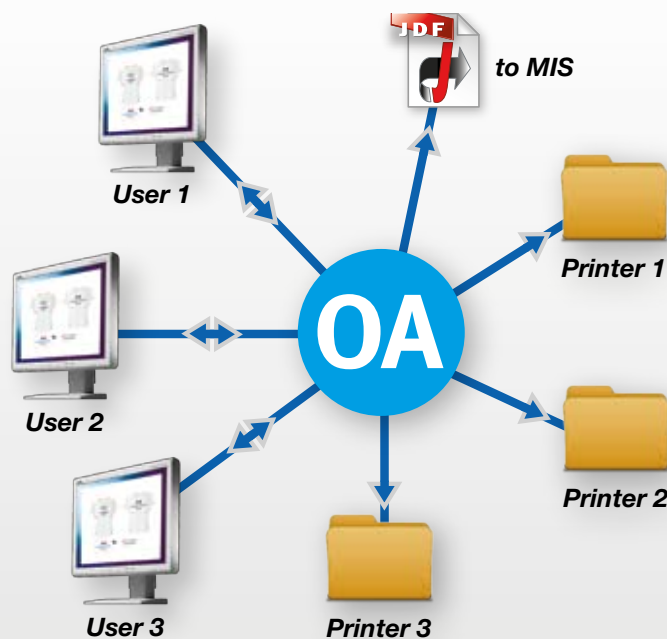
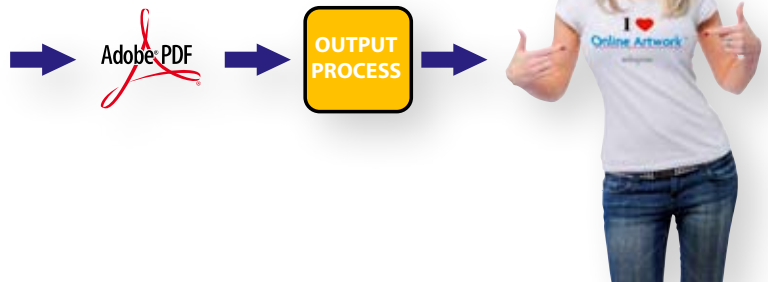


Trapping

For installations which due to their press situation, require all material to be trapped, the system has an optional trapping module to create a high-res, font-free, Vector Trapped SmartPDF.

MIS connectivity

Online Artwork can optionally link into existing MIS systems so that the order can be submitted and tracked through a printers existing workflow and production system.



Offsite Print Production

The SmartWeb server caters for job submission to offsite print production installations. The print ready, font-free SmartPDF created is small in size and is ideal for transfer across the web to remote print sites. All details for the job are held in an electronic "job bag" which can be produced anywhere.

Repeat Ordering

For regular clients, the system can be set up so that details and designs are always online making re-ordering a straightforward process. Of course, changes to previous orders are completely catered for as the user simply alters the design as required and can either replace the previous design template or "save as" a new design.

3D Book review

For the larger user creating multi-page publications, Online Artwork integrates a 3D book review function so that users can flick through the publication at any stage of the production process to get an idea of what the printed result will look like.

High Output requirements

To cater for high output requirements, the SmartWeb server has an optional imposition/step & repeat module so that the job can be automatically laid out to the print size specification of a large format output device.

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