



Product Engineering Services
for Print & Publishing

partners | engineering | excellence

 **CELSTREAM**®

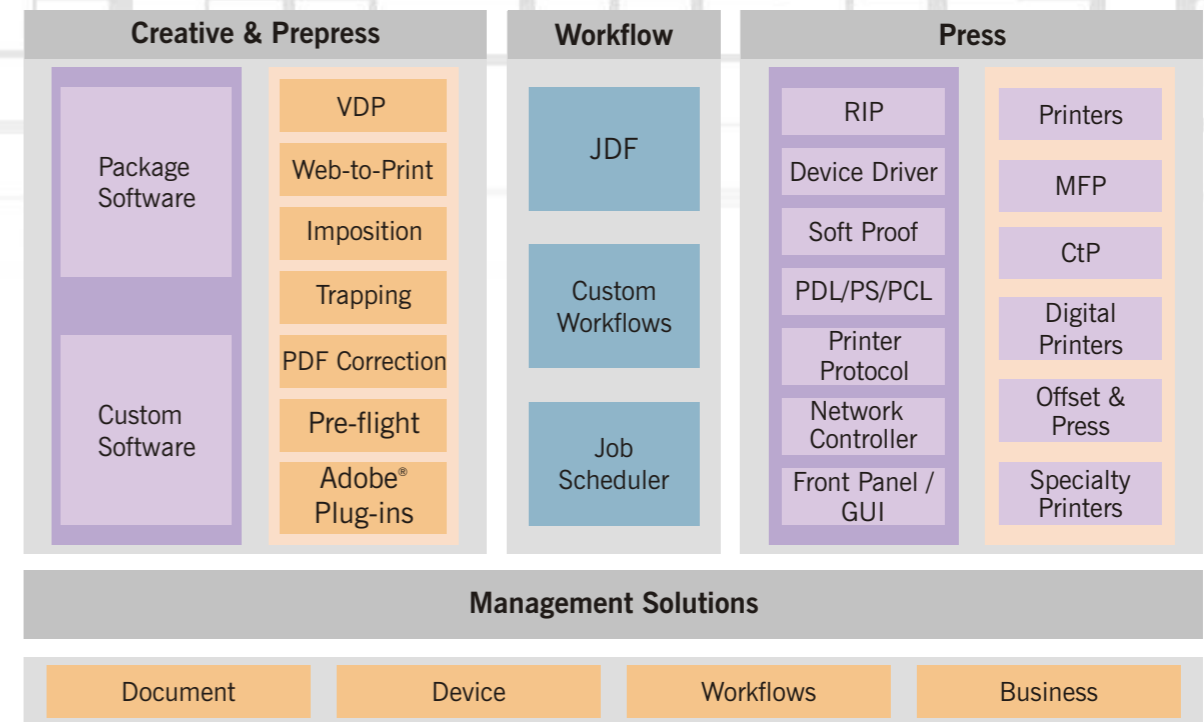
Delivering

Profitable Experience

The Print & Publishing (P&P) Industry is undergoing a rapid re-invention with a speedy movement towards printing in color, shift from analog to digital workflow systems and a strong alignment towards inter-connectivity with other systems. While this is a reason for cheer, concern stems from an increasing set of challenges the industry is facing. Some of the challenges include slow economic growth, rising costs of materials and labor, emergence of new media, increasing cost of staying high-tech and decreasing customer loyalty. Faced with this scenario, technology is being heavily leveraged to increase productivity and profit margins. Efficient solutions are helping shorten job runs, generate higher

quality and faster turnaround time and offer competitive pricing for end-users.

At Celstream, we understand these concerns the industry is facing, thanks to our extensive experience in addressing the product development needs of the P&P industry for over a decade. Our Product Engineering Services have addressed customer needs across the P&P Workflow ranging from Prepress and Graphic Arts to Press (Print & MFP) and the Publishing Workflow. We blend our deep domain knowledge and cutting-edge technology expertise with a passion for quality to address your unique business needs.



Creative & Prepress

With an exponential growth in Photo-publishing, Custom Publishing, TransPromo and Printing over the web, the need for greater customization and personalization has become very critical. This has led to an increased adoption of digital technologies that offer greater economic benefits for such customized and short job runs. Celstream with its vast experience across the Prepress and Publishing landscape can help you address your product development needs. Some of our Prepress service offerings include:

- **Variable Data Printing** - MS-Window® Printer Driver with VDP support, Online VDP solution using Microsoft® .NET® framework, VDP Plug-ins for Acrobat/InDesign for both Windows® and Mac®
- **Web-to-Print** - VDP enabled for template and brand management, Support for Imposition, Provision for Soft-Proofing, 24/7 Secured Printing, Order notification and Job status tracking
- **Imposition** - JDF-enabled, Support for Windows and Mac, Proprietary Best-Fit Algorithm to minimize loss of print consumables
- **Image Processing and Manipulation** - Format conversions, Brightness and Contrast adjustment, Scale/Crop/Rotate including arbitrary angle rotate, Compress/Decompress, RGB <-> CMYK conversion
- **Adobe® Plug-ins** - VDP plug-in supporting both text and images for Adobe InDesign® and Adobe Acrobat Professional®, Imposition plug-in for Acrobat Professional®, JDF support

We have also delivered services for the development of Trapping, PDF Correction, Pre-flight and Proofing solutions. In addition, you can also leverage our extensive experience in the areas of Document Management and Workflow to address your product development needs.

Workflows

The Print & Publishing industry is looking at Workflow solutions that greatly reduce the cost of integration between systems and companies. In such a scenario, JDF has emerged as the standard of choice as it has the capability to harmonize and automate the entire Prepress, Press and Post-press Workflows and thus make the numerous proprietary interfaces of zillion other systems redundant. Celstream understands the demands of the production environment and has the capability to develop fully automated and modular JDF based Workflow Management solutions. Our services encompass:

- JDF enabled Variable Data Printing and Imposition solution
- Cross Platform JDF solutions for Windows® and Mac®
- Integration with Non-JDF components
- Workflow integration of PDF and .NET/J2EE
- Solutions developed as a plug-in to Adobe® Acrobat® Professional
- Workflow Automation and Management

Document Management

Document searching, retrieval, sharing, conversion and security are some of the key challenges faced by businesses in their day-to-day operations. Celstream's deep expertise in Imaging and Document Conversion enables us to develop Document Management solutions, that assist businesses in capturing, managing and distributing digital documents. Our solutions include:

- Variable Data Scanning
- Image Enhancements
- Format Conversions
- Asset Management
- Image Manipulation
- Rights Management

We can assist you in developing solutions tailored to your integration needs across Device Management, Workflow Management and other Business Management solutions.

Press

Small print runs, remote printing, personalization, color printing, speed and inventory management are some of the key drivers that are shaping up the digital printing revolution. Celstream, with over a decade of experience in providing software services for the Home, SME and Commercial printing market has been the preferred partner for technology companies in riding the digital technology wave. We possess in-depth engineering expertise in Embedded systems and software for Multi-function Products (MFP), Specialty Printing and host of other Print applications. Our gamut of services include:

- **MFP and Digital Press** - PDL (PostScript®, PCL, XPS & Raster) Printer Drivers, Print Architecture for Windows® & CUPS, Scan Drivers - TWAIN & WIA, Printer Driver Plug-ins, Print Protocol
- **Specialty Printers** - Barcode, MICR, Variable Data Printing
- **Embedded Systems and Applications** - RIP, Print Engines, Print Controllers, Management (SNMP & HTTP Servers for Device Status, Configuration & Trouble shooting), BSP development, Network Enabling & I/O Connectivity Drivers, Front Panel GUI

- New Product Development
- Enhancements
- Porting
- Migration
- Optimization
- Sustenance

- Integration
- Customization
- Interoperability
- Optimization
- Cross Platform Development
- Localization

- Configuration & Trouble Shooting
- Verification & Validation
- Test Lab Management
- Certification
- Consulting

Track Record

- Trap Plug-ins for a leading global provider of imaging, information and document related products and services
- Web-to-Print solution for a Printing Services company
- Variable Data Printing (VDP) solution as a PDF Plug-in or as a Printer Driver
- Template-based Scanning for automated document management
- JDF enabled Imposition solution for managing print layouts
- Consumables Tracking and Management solution to aid the value added reseller community in the peripherals market

Embedded Systems

- Embedded Web Server based Device Management services and In-field upgrades for devices
- Secure Networking Protocols for devices and client applications
- PIN-based Secure Printing and Scanning for networked devices

Scan Systems

- TWAIN Drivers for network and direct connect scanning devices on 32 & 64-bit Windows® & Macintosh OS® X platforms
- MS certification compliant WIA Drivers for Windows® 32 & 64-bit platforms
- WIA 2.0 Drivers for Windows® Vista™ 32-bit & 64-bit systems

Print Applications

- Administrator tool to distribute print servers across network
- Specialty & Personalized Printing Applications on Windows® XP, Windows® Vista™ & Macintosh®
- Printing & Scanning solutions for mobile users
- .NET based Printer usage collection, analysis & reporting tool

About Celstream Technologies

Celstream is an established, rapidly-growing, global Product Engineering Services company with a rich heritage in Offshore Product Development (OPD). With a decade-long successful track-record of co-development with leading global technology firms, we combine the best engineering talent, world-class processes and cutting-edge technology expertise to address the entire product development lifecycle. Our strong IPR regime coupled with our flexible delivery models provides significant competitive advantages to our customers.



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