

USA TODAY FOR SYDNEY TOMORROW

FUJI XEROX TECHNOLOGY PRINTS NEWS ON DEMAND FOR WORLD MARKET

THE
DOCUMENT
COMPANY
FUJI XEROX



A major American newspaper group and one of Australia's largest printing operations implemented a publishing pilot during the **Sydney 2000 Olympic Games** that was so successful it will become a standard at major world sporting events in the future.

The first edition of **USA Today** was published in 1982. It has a current worldwide circulation of over 2.2 million, with readers in 60 countries, and its website receives up to 92 million hits a day. To position itself as a key information provider during the Olympic Games, the company wanted to communicate breaking stories and detailed statistics to a select group of readers using information received well after normal printing deadlines.

Knowing Fuji Xerox was a major sponsor of the Games, and aware of **Xerox DocuTech** on-demand publishing technology, the company facilitated a selection process that

led to Sydney business, **Corporate Document Management (CDM)**, being awarded the challenging and ground-breaking contract.

Michael Jones, Managing Director of CDM says: "In late 1999, CDM was approached by Fuji Xerox Australia with an idea to produce nightly news and statistical reports during the Olympic Games. Following a number of discussions about the logistics involved, a proposal was submitted, with us still unaware of which media organisation was involved."

He added: "Early in 2000, we were pleased to win the contract and very excited to hear that the client was one of the largest newspapers in the world, USA Today."

CDM was founded in 1995, and was one of the earliest adoptors of Fuji Xerox digital print technology, driven by the entrepreneurial and dynamic style of Jones and the people around

USA TODAY
CDM

CASE STUDY

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him. Employees are expected to be multi-skilled, and to exhibit above-average print industry experience.

Main markets include education, IT and database companies, and local media groups, which is one of the reasons they were approached to submit a proposal for the USA Today contract.

"Everything moved quickly after the contract was awarded, with a number of visits to Sydney by USA Today officials, and eight months of continuous testing," said Jones. "Over 200,000 shells were pre-printed in anticipation of more than two weeks of newspaper inserts."

The brief was to produce a four page, double-sided, 11 x 17 inch insert to be included in copies of USA Today at major hotels and key facilities around Sydney. Content consisted of the major story of the day with large images, a few smaller articles, and detailed results from the day/night before, including all finishing times and full placing lists.

CDM has used web-based communications and digital workflow since its inception, factors which were crucial in managing a process where files travelled around the world a number of times each night.

"Every night, journalists would file reports to the USA Today offices in Arlington, USA, for editing and initial layout. They tried to submit work later and later as the Games went on – like any client, the pressure on turnaround times is always acute," said Jones.

From the USA, content was sent to Singapore for collation where the look of the 'newspaper' was finalised. The file was sent back to USA for final approval, then to CDM via their FTP server. The first deadline in this process was midnight.

"The Xerox DocuTech's simple, fast workflow let us take the files and begin printing within 45 minutes of receipt each day, and file processing ran smoothly every time."

A total of 17 files were received over the Olympic period, with between 6500 and 7500 copies of the 'Sydney Extra' insert made each morning. They were folded and collated by 5:00am every day and delivered to readers before breakfast.

Jones added: *"We are very proud of this achievement, and happy that everything went without a hitch. The Chief Editor and President of USA Today, Tom Kelly, thanked us personally."*

It was clear when CDM won the contract that it was a pilot idea, but because it was so well received and the production process ran so smoothly, USA Today will now be using it as a model for other major sporting events. Short-run inserts with the latest stories and stats will be seen at Australian events like the Grand Prix and Indy race, as well as internationally, including Wimbledon – in fact, anywhere that the latest detailed information is of interest and value.

CDM has a number of DocuTechs and DocuColors, and has just purchased a **DocuColor 2060**, which makes producing full or partially coloured newspaper inserts a real possibility.

The USA Today experience was positive for all concerned, and although he and the production staff worked hard during the Games, Jones said they all enjoyed the fun and energy of the event, and the process of publishing history.

"I can't wait to do it all again," says Jones. *"From a business and personal perspective, the Olympic Games were fantastic."*

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