

Phoenix Newspapers, Inc.

The Arizona Republic

The Phoenix Gazette

Arizona Business Gazette



For immediate release

**CCI to provide Phoenix Newspapers, Inc.
with new pagination system**

(PHOENIX, Ariz. Jan. 20, 1995) — Phoenix Newspapers, Inc. (PNI) has signed an agreement with Computer Composition International (CCI) for a new editorial pagination system.

PNI publishes *The Arizona Republic*, with daily circulation of 365,544 and Sunday circulation of 573,497*; *The Phoenix Gazette* with daily circulation of 81,118*; and a business weekly, the *Arizona Business Gazette* with a circulation of 16,215.**

"This is not just the replacement of a pagination system," said Howard Finberg, senior editor/information technology. "This is a next-wave system that not only delivers electronic page layout but also database publishing. It will give us the flexibility to respond quickly to the changing ways information can be delivered to our customers.

"In addition to the newspapers' traditional design needs for ink on paper, we will be able to use the information that pours into the newspapers daily in a variety of ways — online, fax, audiotext, CD ROM and eventually the technologies that will be developed in someone's garage," he said.

A leader in newspaper pagination, PNI began using the technology created by Information International Inc. (triple-i) in 1985, becoming completely

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paginated in 1987. Currently *The Republic*, *The Gazette* and the *Arizona Business Gazette* paginate approximately 2,000 pages a week.

CCI, which is owned by a 200-year-old Danish company called Aarhusstiftsbogtrykkerie, was founded in 1972. CCI's 220 employees serve more than 300 customers in Australia, India, Europe and North America. Its U.S. clients include the *Chicago Tribune* and the *Sun-Sentinel* in Fort Lauderdale, Fla. The *Toronto (Canada) Star* also is a customer.

Johnny Thoegersen, CCI technical project sales manager, said PNI's page designers will find the CCI system easy to use because what they see on the screen is what they'll get on output. "The same designer will be able to do more pages in the same amount of time, thanks to templates and automatic features."

And the system's other feature — a database serving as a central information repository accessible by various departments and users — gives PNI something it's never had before: a great deal of flexibility in how information is used and shared, Thoegersen said.

For example, a managing editor will have the capability to pull up a front page of the newspaper, as it's being laid out, from his or her office or home or even from 2,000 miles away while attending a seminar.

Dave Seibert, a pagination project team leader at PNI, said the CCI system "will let us pull up data and link photos easily. And the designers won't have to work in a cavelike, low-light atmosphere anymore. They'll be able to see a headline in color in their screens, something they can't do now. CCI is much more realistic."

Jenny Ignaszewski, a *Gazette* page designer, is looking forward to the new system because "it will make it easier to do wraps, illustrations and typography. We'll have the capability of doing feature page design more easily under deadline. Making the change to CCI is going to bring such a positive change that people will like the whole process. It's such a vast improvement over what we have now."

Mike Wilson, project team leader from the newspapers' Information Services department, believes that CCI "has the best system on the market today. We're excited about it. It will give us so much more flexibility, especially the page designers.

"It's an interesting project," he said, "because we'll still need to interface with the triple-i pagesetters at PNI's suburban production centers in Deer Valley and Mesa and with the triple-i scanners." The CCI server will be housed in the computer room on the third floor of the Phoenix Center. Location of the page design system has not been decided yet.

Installation of the new CCI equipment will begin this summer, with the first phase completed in late 1995.

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