

### THE COMPANY

Tegra Premedia is a comprehensive provider of prepress and premedia services. Tegra significantly leverages the proven global delivery model to provide world-class prepress and premedia services from our state-of-the-art development centre in India to our clients, who are predominantly some of the leading publishing houses

spread across the continents. Tegra partners with clients to offer customised prepress and premedia services. Our extensive domain knowledge, strong technical know-how, well-defined project management and efficient workflows adhere to industry standard best practices.

### THE CORPORATE PHILOSOPHY

#### TEGRA'S VISION

To become a global leader in the premedia services market and to partner with organisations and be the driving force of their achievement of market leader status in their respective industries.

#### TEGRA'S MISSION

Provide unparalleled visual communications solutions by effectively leveraging technology, domain expertise and thought leadership whilst safeguarding the interests of our customers, vendors, partners and most certainly, our employees.

#### TEGRA'S GUIDING PRINCIPLES

- Transparency** : We believe in ensuring transparent and honest communication with all our stakeholders, be it customers, partners or employees.
- Experience** : Our work culture draws strength from the years of experience we have garnered in the constantly evolving domain of visual communication.
- Growth** : Growth is our passion; whether it concerns our own business, our customer's business, or our employees' careers, we are growth savvy without bias or preference.
- Reliability** : Our clients, vendors and employees can count on us, under any circumstance, to display consistency in thought, execution and transaction.
- Alliegance** : We pledge loyalty to all our associates and work towards creating abiding liaisons and enduring relationships, especially with our clients and employees.



## TEGRA INFRASTRUCTURE

Tegra is connected to the Internet backbone with secure and robust servers stationed at the TATA Communications Centre that has efficient routing systems that are operational 24x7 and have multiple and alternative pathways across the globe, including the Atlantic and the Pacific Oceans. Our fully equipped development centre in India has both Wintel® and Mac® platforms with Eizo® colour calibrated monitors that support and

augment colour critical applications. Dell Poweredge servers on a Gigabit Ethernet connection provide optimum performance to peripheral devices such as high-end drum scanners, flat-bed scanners, colour proofers etc. Tegra also has a digital photography studio which is used primarily for product shoots and other still life photography.

## TEAM TEGRA

Tegra houses a team of professionals endowed with proficient skills in varied areas of expertise. Our designers are equipped with strong technological know-how of tools and methods that are cutting edge in prepress and premedia. Tegra believes in offering continuous

on-the-job training to its employees. The resources are encouraged to spend substantial amount of time in studying the innovations of technology to keep abreast of the advancements in the highly competitive market place of today.

## OUR CLIENTS

Tegra partners with global clients to deliver customised prepress and premedia services. Reader's Digest, ITP Business Publishing, Geddes & Grosset, D.C. Thompson, Saraband, Alchemy Contract Publishing, Trojan Projects, and Succès-du-Livre to name a few, are some of the companies contributing to our ever-growing list of clients.

### WHAT OUR CLIENTS HAVE TO SAY ABOUT US:

*"I have been working with Graphic Arts providers in India for nearly twenty years. Tegra blasts through the plethora of pretenders. Remarkable pre-press understanding, security and delivery with no surprises."*

Ron Grosset  
Geddes & Grosset/Waverly Books, UK

*"We've found that Tegra's account management is consistently excellent - prompt, courteous and efficient. Nothing is too much trouble for them."*

Caroline Scoular  
Director, Trojan Projects

*"I've been very impressed by the quality of design and their ability to follow a brief accurately, creating a tailored and appropriate design which is also contemporary and eye catching."*

Sean Ferris  
Alchemy Contract Publishing



## SERVICES OFFERED

In supporting a project from start to finish, ideas need to be represented, integrated and culminated seamlessly into deliverables. At Tegra, we adopt a consistent three-step process to execute any project.

CREATE	INTEGRATE	COMMUNICATE
<p>Tegra can create an all-inclusive range of visual content, from fine art or schematic drawings to computer generated imagery. Subject research and content development is yet another area of expertise at Tegra. Our talent pool is exceptional in these domains. Image and content research is conducted in tandem with domain experts' inputs. Our creative scope extends to all the phases that constitute premedia like concept development, design and layout.</p>	<p>Tegra conducts stringent quality checks on the creative content and it is digitised and integrated to form a functional and aesthetic layout in the chosen form of communication in accordance to the client's brief. Options extend from the regular CMYK printing to new media like the Web, eBooks, Multimedia, mobile phones etc. Text and graphics, being the primary content for all media, is adapted according to the media requirements and specifications.</p>	<p>In today's world where the medium is the message, communication of ideas and information effectively using the plethora of old and new media available is Tegra's key strength. Tegra is constantly updating new technologies which ensure that the whole range of conventional as well as new media users is catered to. Print, Web 2.0, eBooks, and Multimedia are some of the predominant categories of media made accessible to you.</p>

## SERVICES ARRAY

### CREATIVE SERVICES

Creative services play an important role in presenting content aesthetically without losing its essence. Ideation forms the core of this service which is then molded into a deliverable using the various facets of creative services like:

- Vector and Raster Illustrations
- Fine Art in any Media
- 3D CGI & Compositing Stills
- Still Life & Product Photography
- Design & Layout



### EDITORIAL SERVICES

Premedia is the continually expanding platform where text and graphics are amalgamated using high definition tools and well honed creative insight. The editorial services play a key role in content generation as well as content repurposing in any given media. Some of the valuable editorial services provided are:

- Plain OCR Digitisation
- Subject Research
- Proof Reading and Updation
- Creative and Technical Writing

### CROSS MEDIA SERVICES

Technology know-how is paramount in the delivery of cross media services. Various communication channels are used to approach the end users under the umbrella of cross media services:

- Design & Layout
- Website Design and Development
- Multimedia Presentations
- Flash Presentations
- Database Publishing
- Mobile Publishing

## TEGRA'S TURNKEY SERVICES

### TEGRASTORE

As the name itself suggests, TegraStore is a service that enables its clients to store their information. Tegra has conceived this system with the objective of facilitating problem-free information management for publishers.

### TEGRATIFY

TegRatify is in essence an exhaustive and meticulous audit service. It focuses on offering audit and ratification as its main facets. Audit is carried out according to client specifications encompassing image, design, editorial services and miscellaneous functions.

### DIGITAL IMAGING SERVICES

Tegra focuses on the acquisition of the latest infrastructure and technical know-how, in addition to the training of human resources to facilitate effective use of the latest trends in technology which form the basis of digital imaging services.

- Design & Layout
- High-end Drum and Flat-bed Scanning
- Image Cut-outs & Masking
- Colour Correction
- Retouching
- Creative Collage Work
- Batch Raw Image Processing
- Batch Format Conversions
- PDF Generation and Archiving



*"...We will be framing some of them (illustrations) for our offices as they are truly wonderful. And again, let me congratulate Tegra on a job extremely well done. We couldn't be happier with the work..."*

Pamela Chichinskas, Reader's Digest



## TEG(ST)RATEGY

### TURNKEY MODEL

The Turnkey Model from Tegra is a definitive value addition to engagement management. The most important facet of this model is that it is a venture aiming to further strengthen the relationship between the client and Tegra. And its primary offering is end-to-end engagement management. The key to success in the premedia domain lies to a great extent in the manner the whole package is presented. We offer our Turnkey Model as an across-the-board solution.

### ODC MODEL

Tegra Premedia offers a new, flexible engagement model for execution of premedia assignments - the Offshore Delivery Centre Model or the ODC Model. Outsourcing of premedia activities is a trend which has witnessed exponential growth over the past few years. While lowered

cost of production is the key impetus behind the introduction of this model, other benefits such as access to best of class talent, high quality deliverables and time zone advantages are some notable benefits.

### RETAIL MODEL

Tegra Premedia adopts a unique engagement model called the 'Retail Model'. Under the usage model, Tegra executes the engagement in such a way that premedia development cost is spread over a longer period of time. The retail model, also classified as the C3 model, minimises the initial development costs and is qualified to mitigate risk among other advantages.

## ENGAGEMENT PROPOSITIONS

### CPP

Co-operative Premedia Partnering is an effective corporate initiative, combining the in-house creative skills and the expertise of the external partner in matters encompassing the whole gamut of premedia solutions. Allow us to disprove some of the myths surrounding Co-operative Premedia Partnering and pave the way to explore the lucrative prospects on offer with our whitepaper on this subject.



### PROGRESSIVE PREMEDIA OFFSHORING

Progressive Premedia Offshoring is the most prolific and evolving corporate initiative adopted within several publishing houses in recent times. This initiative is proving to be the best bet in terms of enhancing operational efficiency and reducing premedia production costs. And that forms the focus of this whitepaper where you can judge the competence of this business initiative while examining the objective and detailed account of its pros and cons.

*"The samples shown were most impressive."*

Alastair Holmes, Reader's Digest





### CONTACTING TEGRA

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