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## NEWS

### Company Unveils Computerized Proofreader

**Mnemonics Inc.** (Mount Laurel, NJ) has introduced a new proofreading system that it says eliminates most of the work typically done by human document inspectors.

The AVIA (Automated Visual Information Analysis) system improves performance and productivity by 95–99% when compared to current proofreading methods, according to the company. It is also designed to improve inspector efficiency and reduce inspector fatigue. The ultimate goal, says the proofreader's brainchild, is to improve the accuracy of pharmaceutical product information distributed to physicians and consumers. "Our objective with AVIA is simple—to ensure high quality, error-free information distribution," says Michael Negin, PhD and president of Mnemonics Inc.

The computerized system can reportedly proofread a 36 by 48-in. document in less than 2 minutes. Using Mnemonics' proprietary computerized visual information processing technology, it compares one proof to multiple copies on a printing plate or press sheet.

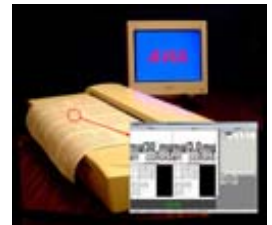
Using high-resolution large-sheet scanners and high-speed computer processing, AVIA detects print errors while discriminating against distortions caused by paper stretch and bleed-through. The system inspects the document's textual content as well as graphics, chemical formulae, charts, logos, and pictures. Internet-compatible reports are produced for sharing throughout the enterprise document supply chain. A human operator typically reviews the generated error report, then annotates it and initiates corrective action.

"This system gives manufacturers the ability to identify and correct errors early in the production process," says Negin. "That helps prevent costly rework and potential product recalls."

Mnemonics' technology has also been used for pharmaceutical glassware inspection, print quality inspection for label verification, and insert counting.

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The AVIA proofreading system from Mnemonics Inc. eliminates manual proofreading.