

March 29, 2019

News Hub Media, an industry leader and software developer for design production automation and digital asset management systems, announces Organización Editorial Mexicana, also known as OEM, has selected Claro <https://www.newshubmedia.com/claro> for their print and web image-processing workflows.

As the largest Mexican print media company and the largest newspaper company in Latin America, OEM needed to streamline its image processing without sacrificing quality. By using Claro, OEM was able to improve its workflow efficiency while achieving a dramatic increase in image quality for both its newspapers and websites.

Ebodio Sanchez, national director of technology at OEM, said “automated, high-quality image processing is very important to OEM, so we extensively tested many potential solutions. In the end, the combination of News Hub Media’s deployment methodology and Claro’s technology were the clear winners.”

Richard Laframboise, News Hub Media’s founder and president, reflects on being chosen after such a rigorous selection process, “our team works very hard to build powerful, intuitive tools that can scale to meet the needs of publishers of all sizes. We are honored to have OEM as a customer.”

Claro delivers automatic image enhancement and correction for image assets in high volume while achieving improved image quality and cost and labor efficiencies. Claro analyzes a range of specific parameters in each individual image -- including those inside PDFs -- and then enhances each image for highest-quality results. Images look the way they should, automatically conforming to publications’ resolution, color profile, and overall, unique “look and feel.”

About Organización Editorial Mexicana

OEM is the largest print media company in Mexico and the largest newspaper company in Latin America. The company owns a large newswire service, 70 Mexican daily newspapers, 24 radio stations and 44 websites. The daily circulation of the print edition of *La Prensa*, OEM’s largest circulation newspaper, is more than 450,000 readers.

About News Hub Media

NHM creates and delivers affordable, innovative systems to establish and enhance automation and efficiency in publishing and media with operations in the Americas, Europe, Middle East and Asia. From the largest newspaper group in the USA to hyper local, weekly newspapers and for magazine publishers, web printers and digital press operations, NHM provides comprehensive personalized services to their customers across the globe.