

**Lomo is a lifestyle...**

## **Internet-age fonts now available from Linotype**

Bad Homburg, March 31<sup>st</sup>, 2004. Linotype Library is now the official publisher of some quintessential, internet-age typefaces. Directly inspired by the Lomo camera craze of the late 1990s, Swiss designer Fidel Peugeot developed a remarkably simple breed of fonts to match the spontaneous, universal appeal of the Lomo movement. The first, LomoWall, became an overnight success for titling and was quickly followed by LomoWeb, an all-caps font for best legibility on the internet – at the smallest possible size. The dynasty continued with LomoCopy, for longer on-screen and printed texts, LomoSamples with symbols to piece together like building blocks and LomoActionSampler, a flashy typeface perfect for web animation. Further fonts fathered by Peugeot include some for mobile phones and design company CIs. For styles conceived in the incubator of the internet age, plug into the Lomo Font Dynasty. Now available from Linotype. Take a look at [www.linotype.com](http://www.linotype.com).

**Linotype Library GmbH**, based in Bad Homburg, Germany, was founded 117 years ago and is now a member of the Heidelberg Group. Building on its strong heritage, Linotype Library develops state-of-the-art font technology and offers more than 5,500 original fonts, covering the whole typographic spectrum from antique to modern, from east to west, and from classical to experimental. Thanks to the browser and navigation system FontExplorer, all typefaces (in PostScript™ and TrueType™ format as well as more than 1.100 fonts in OpenType™) are now available for instant download at [www.linotype.com](http://www.linotype.com) as well as on CD. In addition to supplying digital fonts, Linotype Library also offers comprehensive and individual consultation and support services for font applications in worldwide (corporate) communication.

If you would like further information, please contact:

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You will find more typeface application samples on the Internet at [www.linotype.com](http://www.linotype.com).