

Linotype at the HOW Conference 2006

Raising the creative stakes

Bad Homburg, 9 August 2006. Linotype goes Vegas - doing what they do best, taking a gamble on introducing great designers to beautiful fonts. And at the HOW Conference 2006, the results were spectacular. Co-sponsored by Linotype with a host of other leading graphic design providers, nearly 4,000 designers gathered in Las Vegas to inspire and spur each other on to new creative heights. Linotype, the source of the originals in the world of fonts, welcomed the opportunity to personally meet with many of today's leading graphic design professionals. This year's HOW Conference featured an innovative program of breakout sessions, giving everyone a chance to link up and voice their ideas. An exciting opportunity to reshuffle experiences and play a round of risk-taking ingenuity.

Linotype typography experts celebrated the magic of type design in an innovative talk entitled "Fonts reloaded." In an inspiring presentation, Linotype revealed how every typeface has the potential to communicate magic. Brands, messages and emotions are subtly expressed in the simplest or most elaborate of type, the strength of a message often hanging on a new twist of an old classic. Conference-goers learned how to harness a font's maximum potential and received tips on using the right tools to save time and money. An exemplary performance of Linotype's daily experience with designers and hands-on understanding of their clients' needs.

In step with the free-wheeling openness of Las Vegas, the Linotype booth drew conference-goers with this year's much anticipated release of FontExplorer X. This revolutionary new tool offers communication architects unrivalled power in font management and liberated font access, with iTunes-like ease-of-functionality. Users had been waiting for an intuitive and adaptable Mac OS X tool like this for quite some time now and the dynamic HOW Conference provided the perfect setting for discussing the impact of its introduction.



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Also creating a stir – Linotype Matrix. The second issue of their newly revived typographic journal provides an exciting and informative look at typography in history. With its rich illustrations and smart, modern articles by some of typography's leading experts, Linotype Matrix has quickly become a must for the library of any graphic designer. The new issue focuses on the great 20th century type designer William Addison Dwiggins. HOW Conference goers were thrilled to get their hands on a copy. Once again, Linotype proves to be successfully merging tradition with future innovation.

As always, a chance for designers to meet with Linotype provided a great opportunity to network, ask questions, get feedback and take part in discussions on cutting edge trends in font technology and design. For more of the latest Linotype news and to download fonts visit their web site at www.linotype.com. Plus, at www.fontexplorer.com Mac OS X users can download the latest version of their innovative font management tool at absolutely no cost!

Linotype GmbH, based in Bad Homburg, Germany and a fully owned subsidiary of Monotype Imaging, looks back onto a history of 120 years. Building on its strong heritage, Linotype develops state-of-the-art font technology and offers more than 6,700 original typefaces, covering the whole typographic spectrum from antique to modern, from east to west, and from classical to experimental. All typefaces (in PostScript™ and TrueType™ format as well as more than 2,500 fonts in OpenType™) are now also available for instant download at www.linotype.com. In addition to supplying digital fonts, Linotype also offers comprehensive and individual consultation and support services for font applications in worldwide (corporate) communication.

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Please find more typeface application samples on the Internet at www.linotype.com.



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