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Press Release

Typefi Appoints Industry Leader as Product Evangelist

Leading developer of Dynamic Enterprise Publishing solutions for book, corporate, and enterprise publishing applications appoints a highly experienced industry veteran to continue expansion into corporate and enterprise markets.

San Jose, CA, – July 21, 2005 – Typefi Systems, a world leader in Dynamic Enterprise Publishing, announced today the appointment of Chandi Perera as Product Evangelist for its innovative publishing solution, the Typefi Publishing System (TPS).

Based in Melbourne Australia, Perera is a principle in The Perera Consulting Group (PCG). He has over 13 years of publishing experience in bringing new publishing technologies to a range of customers around the world. Most recently Perera finished a five year role as the CIO for Lonely Planet Publications.

“We are very excited to have Chandi on board,” said Stephen O’Brien, Typefi’s CTO / Chairman. *“Chandi is one of the world’s leading experts in publishing technology with incredible experience and knowledge. He has worked and traveled to over 50 countries assisting clients in IT infrastructure, content management and publishing technology and is under enormous demand as a speaker, presenter and consultant. His appointment solidifies a key role for Typefi as we continue to build the world’s leading scriptless publishing system”.*

Perera was equally enthusiastic about Typefi. *“Typefi is at the forefront of Dynamic Enterprise Publishing. They have built a world class team and have incredible and unique technology featuring a highly innovative scriptless automated publishing engine, workflow and content management. TPS is the whole package!”*

Perera’s primary role will be to develop new strategic partnerships for Typefi as well as to work with the sales team to develop and support key accounts. He will maintain his consulting role within PCG which will allow even greater potential for synergy between PCG and Typefi customers in the future.

In January, Typefi announced TPS v2. The company anticipates the announcement of TPS v2.5 very soon. TPS offers automated support for the latest Adobe publishing tools. The publishing system is fully compatible with Adobe

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InDesign CS and Adobe InDesign CS2, so designers can produce templates that access the full set of InDesign functionality and its superior typographical capabilities. Scriptless composition allows designers to create templates within InDesign that are fully automated through the TPS Designer plug-ins. Automating an existing template can take as little as 10 minutes. Using sophisticated patent-pending layout techniques and a high-speed batch composition engine, TPS can then use that template to produce thousands of unique, high quality, print ready pages every hour, without a single line of custom code or scripting. The system outputs to a press-ready PDF or an InDesign document so that designers can continue to “tweak” or change the documents. With Typefi’s advanced roundtripping feature, all changes made in the laid-up pages can be roundtripped to the central XML repository. Because the XML is synchronized across the system from source documents to output documents, document versions published to a web site, e-book or CD will always contain the last minute changes invariably made to the printed pages.

For more information, or to schedule a live web demo to see this new technology, please email info@typefi.com or call (866) 279-5173-x221.

About Typefi

Typefi is a leader in the development of intelligent, scalable, cross-channel publishing solutions. Typefi is the sole provider of completely standards-based, scriptless publishing solutions for the rapid production of richly-formatted documents such as books, annual reports, technical manuals, journals, and marketing collateral in workgroups or enterprise-wide environments. For more information on Typefi, please visit <http://www.typefi.com>

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About Perera Consulting Group

Based in Melbourne Australia, Perera Consulting Group specializes in new media and publishing technologies. It was launched earlier this year and services a range of customers from around the world.

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