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## Press Release

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### **Global Technology Companies Unite to Demonstrate World First**

***Fuji Xerox, Adobe Systems and Typefi Systems have joined to take plain text Microsoft Word file and produce a fully designed, paginated, printed and Book in an Hour in a world first demonstration at PrintEx 2007.***

Fuji Xerox Australia, Adobe Systems and Typefi Systems will collaborate at this year's PrintEx Exhibition in Sydney, Australia from May 24-26, to demonstrate a world-first in technology - creating a book in an hour – a process that would usually take up to days or weeks to complete.

The three global technology companies have combined forces to tap into the rapidly growing digital printing market by demonstrating their advanced publishing capabilities.

*"This is truly a remarkable time for publishing and we believe it will change the face of the industry" said Steve Huff, Founder of Typefi Systems."*

*"By combining our cutting-edge technologies, we have gone beyond a "print-on-demand" capability to publish on demand!"*

PrintEx attendees will have an opportunity to witness the entire creation of a travel guide on a multiple stand tour. From composing the initial content provided by Lonely Planet, to the publishing, printing and binding of the guide, it will all be done in sixty minutes

The journey will start at the Adobe stand, where Adobe and Typefi will take the book from design to composed pages using Typefi Publish and Adobe InDesign Server. The Typefi Publishing Engine will demonstrate its ability to compose the pages on the fly at a rate of 15,000 per hour.

In the second step, the tour will move to the Fuji Xerox stand where the new turbo-charged Nuvera 288 and the DocuColor 5000 will be driven by the FreeFlow Digital Workflow Collection to produce the colour covers and monochrome content pages. FreeFlow Output Manager will show off the ease of integrating colour covers with monochrome inserts.

AE Hudson will conduct binding on the spot and visitors will receive their own travel guide - literally hot off the press!

*"The publishing and printing industries have always led the way in embracing new technology," added Huff. "We look forward to demonstrating how this technology is set to revolutionise an entire industry."*

Don't miss the **"Book in an Hour"** Tour – commencing at 2pm at the Adobe stand everyday during PrintEx07, 24-26 May 2007.

#### **About Typefi**

Typefi is a world leader in the provision of intelligent, scalable, cross-channel publishing solutions. Typefi provides completely standards-based, script less 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 [www.typefi.com](http://www.typefi.com)

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