



Typefi Systems Inc
www.typefi.com

USA

111 N Market St, 6th Floor
San Jose CA 95113

T: +1 215-253-3692
F: +1 866-231-1005

Typefi Systems Pty Ltd
www.typefi.com.au

Asia/Pacific

Unit 8/10 Grebe Street
Peregian Beach QLD 4573
Australia

T: +61 7 5471 3237
F: +61 7 5448 3721

Press Release

7 March 2007

Boolarong Press Adopts Cutting-Edge Publishing Technology

Boolarong Press has joined some of the world's top publishing houses in purchasing the innovative Typefi Publish which is revolutionizing the publishing industry worldwide. Typefi Systems today announced the Brisbane-based company as the latest customer to purchase the innovative publishing software to increase their book publishing capability.

BRISBANE, AUSTRALIA March 7, 2007 -- Boolarong Press has joined some of the world's top publishing houses in purchasing the innovative Typefi Publish which is revolutionizing the publishing industry worldwide.

Typefi Systems today announced the Brisbane-based company as the latest customer to purchase the innovative publishing software to increase their book publishing capability.

"Boolarong Press acquired Typefi Publish after extensive research into alternative technologies and we are delighted with the efficiencies the product has already delivered," said Dan Kelly, Managing Director of Boolarong Press.

"On most titles we have seen an immediate reduction in time and costs. In one complex title, The Queensland Law Reporter, we have seen the time for composition reduced by an impressive 80%. It is truly remarkable and will allow us to substantially increase our capacity."

Typefi Publish automates the creation and production of complex documents and books and completely does away with the need for manual page layout. It automates the publishing of a wide array of document types and reduces revision cycles thanks to a web-based interface which allows authors, designers and editors to work collaboratively on projects.

Typefi Publish offers a fast return on investment (ROI) thanks to its efficient automated page layout, capable of producing up to 15,000 richly formatted pages per hour.

"Many of our customers are seeing a very high return on their investment with Typefi Publish," said Steve Huff, Managing Director of Typefi Asia-Pacific.

"Automation allows them to increase production capabilities in their book publishing workflow. While the Boolarong Press result is exciting, it is not uncommon for our customers to experience this type of reduction in time and costs."

About Typefi Systems

Typefi Systems is an Australian-based global software company that develops innovative, automated and scalable publishing solutions.

The publishing industry is still largely dominated by complex, manual processes resulting in increased lead times, high overheads and limited capacity. Typefi Systems strives to revolutionize this industry by delivering automated, intelligent software solutions that deliver increased efficiencies while maintain high quality levels.

For more information on Typefi Publish, or to schedule a live web demo to see this new technology, please visit www.typefi.com.

Typefi is a trademark of Typefi Systems. All rights reserved.

About Boolarong Press

Boolarong Press was established in 1978 to help Queensland authors with publishing their books. The major publishing houses in Australia are located in Sydney and Melbourne and Queensland needed a local Queensland publisher. In addition Boolarong Press wanted to keep as much book printing in Queensland. Boolarong has produced many historical books on Brisbane and Queensland. All of Boolarong's books are printed by legendary printer Watson Ferguson & Company, established in 1868.

Boolarong Press's best sellers have been Noel Whittaker's Money Made Simple and children's books Outback Alphabet and Outback Countout.