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Innovative publishing software company gains national recognition

Just a few weeks before the launch of its revolutionary Publishing System, Typéfi today announced it has been named as a national finalist in the Yellow Pages Business Ideas Grants program for 2003.

Typéfi was announced as the overall category winner as the 'Best idea in product development stage' for Queensland and now will represent the State in the Australian final. The national award winners will be announced in Melbourne on Wednesday 3rd September and Typéfi's Founder and Chief Technical Officer - Stephen O'Brien - will be there along with directors from all other national finalist companies.

The Yellow Pages Business Ideas Grants program was established in 1996 and is widely recognised as one of Australia's most prestigious awards programs for business innovation and entrepreneurship. Typéfi stands to win \$70,000 in cash and prizes if they win the national award in their category.

The presentation of the awards come just six weeks before the company's October launch of the Typéfi Publishing System Version 1.0 in Australia and the United States. Typéfi CEO, Mr Steve Huff, said the national recognition gained from being nominated will be invaluable as the company's software begins to be marketed to publishers and corporations worldwide.

"Everyone at Typéfi is thrilled that our company and our product have been recognized on a national level in this way," Typéfi CEO Steve Huff said today. "We know that we are developing very powerful software and it's great that the Yellow Pages judging team also see the massive potential that this business has world-wide."

Typéfi's research and development centre is one of six companies in the Sunshine Coast Innovation Centre, a key establishment for the region which has received financial backing from three levels of Government, the University of the Sunshine Coast and the local business community.

Along the way, Typéfi has received assistance in the form of funding and industry expertise from the Queensland Government's Department of Innovation and Information Economy. Minister for Innovation and Information Economy, Paul Lucas, said the Queensland Government was proud to support the Sunshine Coast Innovation Centre which has provided assistance to Typéfi and enabled the company to achieve their current success.

"This company is a great example of the benefit of the State's incubators that provide support and advice to start-up companies in both Brisbane and on the Sunshine Coast," Mr Lucas said.

"The normal survival rate of high-tech companies is just 20-25 per cent, but these high level incubators boost this survival rate to over 80% and they are a great way to improve the success rate and growth of our companies here in the Smart State."

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About Typéfi and the Typéfi Publishing System

The inspiration behind Typéfi's flagship product, the Typéfi Publishing System, started just over four years ago with its Chief Technology Officer, Stephen O'Brien. A best-selling author of over 25 computer books, Stephen discovered many of the pitfalls of traditional publishing — the most glaring being the turnaround time for typesetting.

"By about my twelfth or thirteenth book I became extremely frustrated with the problems in the publishing process," Stephen said. "It can take anywhere between three to 12 months between the time the author submits the manuscript until the book appears on the shelf.

"For time-critical books such as how-to manuals on software packages or secondary texts for the next university semester, this delay becomes extremely critical. Often, information is out of date before it goes to print with books spending three months or more just in production.

"Our system automates the process fully, reducing the time it takes to typeset a book from weeks to minutes. That's a huge saving for publishers and also for corporations which publish long graphically-rich documents such as manuals."



Two years ago, after developing a prototype of the Typéfi Publishing System, Stephen teamed up with savvy entrepreneur, Steve Huff, a business consultant from the United States, and with Peter and Sue Sampson, both with extensive organisational nous, they formed the Typéfi Systems Pty Ltd Company.

Today, Typéfi offers the publishing industry a full content management system with a multitude of spectacular typesetting developments. The Typéfi vision is simple: provide a fresh structured workflow to the unstructured environment of existing publishing processes.

Since the company's inception, there has been a lot of interest in Typéfi. An exciting relationship began when Adobe, world leaders in design software, identified Typéfi as a strategic partner to their business and Typéfi became an official Adobe Development Partner.

With important publishing affiliations with such companies as Macmillan, Thomas Nelson, Allen & Unwin, Lonely Planet and Random House, Typéfi is advancing in leaps and bounds and leaving its mark on the publishing world.

For further information or interviews please contact:

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