

## Expand the creative potential of Web-based services with high-quality typefaces

Design is no longer just for creative professionals. New Web-based tools are enabling virtually anyone to create and personalize anything from greeting cards to business cards. Now Monotype Imaging is helping companies to expand their customers' creative potential with a catalog of thousands of fresh, high-quality typefaces for Web-based products, applications, tools and services.

### Benefits of Licensing Fonts for Web Usage

By licensing fonts from Monotype Imaging, you can add value to Web-based or downloadable applications and documents. Our catalog of designs will provide a wealth of options to your users, giving them more creative freedom and added control over the design process. From highly-legible text faces to eye-catching display designs, we offer fonts to suit any application and inspire any user. Expanding the range of fonts offered to your Web customers will also provide a significant advantage over competitive sites offering similar tools.

Monotype Imaging offers thousands of high-quality, distinctive designs that adhere to industry standard TrueType® OpenType® and PostScript® formats. Our fonts have passed vigorous testing to ensure optimal print and display quality and can provide support for all your language needs. All this comes with the comfort of knowing you're in compliance with the type manufacturer's license agreement.

Wilton Industries, through its WiltonPrint.com and WiltonEasyImage.com Web sites that allow visitors to create stationery, invitations, t-shirts and other personalized items online, turns to Monotype Imaging for font licensing.

"Our business is built around personalization," says Allison Sahowatsky, Internet marketing group manager at Wilton Industries. "Our customers personalize the items they create with the images, messages and colors of their choice. The high-quality fonts we license from Monotype Imaging greatly enhance the level of customization we can offer. Our customers tell us they pick typefaces that they identify with and ones that inspire the design of a project. Providing so many options keeps them coming back."

### Why A Web License May be Right for You

Font end user license agreements (EULAs) can be restrictive. Typical font EULAs cover just five CPUs and one printer, which means a EULA does not fully address fonts used in Web applications, documents or services

that are accessible to larger numbers of users. However, a Web server license from Monotype Imaging provides an easy and legal means of licensing fonts, for any number of users.

### Web Licenses in Use

You've probably seen applications that include fonts licensed from Monotype Imaging to enhance the typography of online applications and documents. We have customers licensing our font data for Web-based services for scrapbooking, designing greeting cards, building reports, creating online advertisements, making stationery, designing t-shirts and creating icons that can be downloaded for use on mobile phones. Other customers are licensing fonts to be embedded in documents and shared with a community of users. The possibilities are virtually as limitless as our selection of quality typefaces.



*The integration of fonts licensed from Monotype Imaging into Web-based applications such as the one shown above from WiltonPrint.com, expands typographic capabilities and offers greater creative control to users.*

### Getting Started

We invite you to request a catalog of our typefaces to see for yourself the vast range of inspiring typefaces offered by Monotype Imaging. No matter what your need, we offer flexible licensing options to accommodate your business. Please contact a Monotype Imaging business manager today and discover how a Web license can expand the capabilities and appeal of your Web-based service.

TrueType is a registered trademark of Apple Inc. OpenType is either a registered trademark or trademark of Microsoft Corp. in the U.S. and/or other countries. PostScript is either a registered trademark or trademark of Adobe Systems Inc. in the U.S. and/or other countries. © 2007 Monotype Imaging Inc. All rights reserved.

# Web Server

Licenses

 Monotype Imaging

500 Unicorn Park Drive  
Woburn, MA 01801  
781 970 6000  
www.monotypeimaging.com  
www.fonts.com