



Zero-One® Inc.

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LIVE PEN® FOR ADOBE ILLUSTRATOR® NOW SHIPPING

Moscow, Russia — February 5, 2008 — Today Zero-One®, Inc. (01) has announced the immediate availability of Live Pen® for Adobe® Illustrator® CS2. Live Pen® is new, powerful, one-of-a-kind instrument, implemented as a plug-in for the well-known vector editor, Adobe® Illustrator® by Adobe Systems Incorporated. Live Pen® cardinally changes the principles of calligraphic drawing in vector graphics. Live Pen® excels, in both usability and versatility, above all professional tools of drawing known today. With Live Pen®, designers get real freedom for implementation of the most daring of creative ideas.

Live Pen® is available for immediate download from the Zero-One® Online Store at: www.01-lab.com/store.html.

“We made this product for those designers who are very interested in uniqueness of their work, but who don’t want to sit for hours at the computer”, said Andrey Burdin, CEO of 01. “Surprisingly, now it’s possible”. Live Pen® is a very efficient product: it is intended both for professional font designers and for graphics designers who don’t have time to study calligraphy, but who dream of achieving professional outcomes now.

A wide and deep integration with its host application makes Live Pen® amazingly effective and necessary tool for each designer. Because of its capabilities, Live Pen® can be considered the new world standard.

“It is a very handy tool. You just draw a path and set the width at the required place” — said Dmitry Belyaev, art-director of Brandsell, Russia. “This level of editing is incredible: in just a few clicks I can turn a letter with a light outline into a bold one. Using Live Pen® is much more convenient than continually drawing, scanning and vectorizing needed letters for a new font.”

Live Pen® gives designers new, breakthrough features they can find nowhere else, including mixing different pen types, floating points and many more. For more information, please visit: www.01-lab.com/livepen.html.

Live Pen®. The world-new standard. Developed at 01.
All patents pending.

Pricing and Availability

Live Pen® for Microsoft® Windows® 2000 with Service Pack 4, Windows XP with Service Pack 1 or 2 is immediately available to customers in the United States and Canada, through Zero-One® Online Store at: www.01-lab.com/store.html. Live Pen® for Adobe® Illustrator® CS3 and Adobe® Illustrator® CS are expected to begin shipping in late April and early May. Live Pen® for Mac OS X version 10.2.8 through 10.4.5 are expected to begin shipping in late June and early July. International versions will not be released. Live Pen® is available for an estimated price of US\$99. For more detailed information about new features, upgrade policies and pricing, please visit: www.01-lab.com/livepen.html.

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No comments. 01. For more information, please visit www.01-lab.com.