



## Marketing News

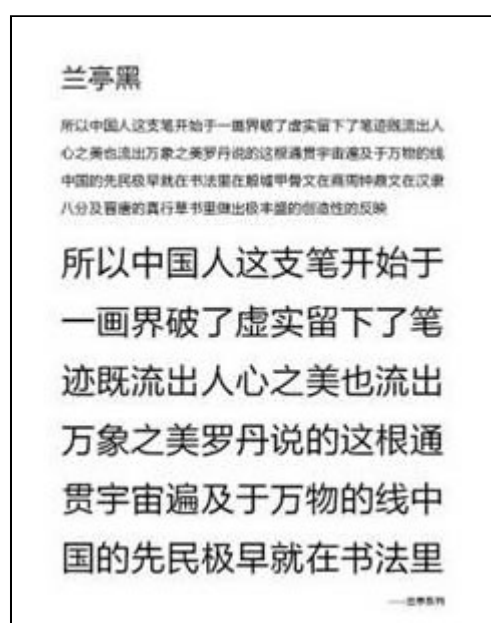
### Founder at DESIGN FOR ASIA AWARD 2009

The [DESIGN FOR ASIA AWARD 2009](#)(DFA) just finished on Dec. 4 2009 at the [Hong Kong Design Center](#). This year's award is the first time Fonts have been included into the 18 design categories. Founder FZLanTingHei Series and FZYangSong Series individually won the DFA Bronze Award and DFA Excellent Award. Founder Electronics, as the biggest Chinese font developer and designer, brought its excellent font series to this year's DFA presentation, which not only shows the Chinese Font design level in China, but also indicates that Chinese Font design has been attracting more attention of people in the design field.

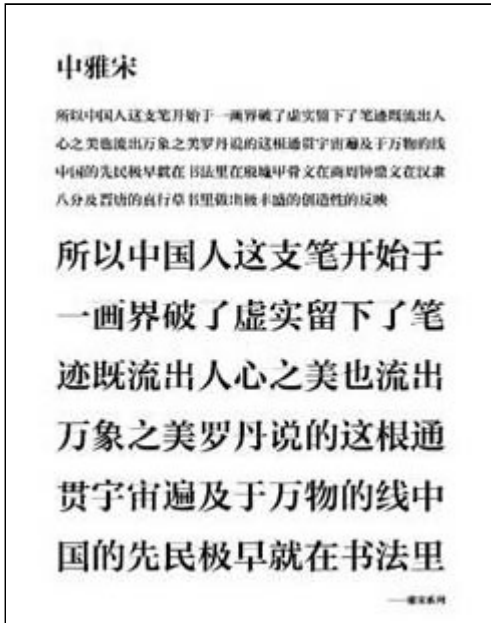
The DFA Awards, the annual Asia design award, first began in 2003 and is attracting increasing numbers of designers and enterprises to join into the discussion and evaluation of the Asian designs. The Award is presented to companies and designers from around the world that have achieved business success through good design that reflects, or has an impact on the Asian lifestyle. "We add the Chinese Font into the design categories in this year's award for the first time", according to the DFA, "because we notice the importance of the Chinese Font in creating good designs. We hope this year's award especially in Chinese fonts can attract more and more designers to join into the font design field for its future development."



Trophy



Font1: FZLanTingHei



Font2: FZYangSongS

### Founder Group wins the State-certified Enterprise Technical Center Achievement Award

The State Development and Reform Commission, Ministry of Science and Technology, Ministry of Finance, Commissioner for Customs and Excise, State Administration of Taxation recently honored the 50 highest ranked state-certified enterprise technical centers, based on the average of two assessments in 2007 and 2009 respectively. Founder Group won the "State-certified Enterprise Technical Center Achievement Award" in this competition.

The Enterprise Technical Center was created by the State Economic and Trade Commission in October 1994, with the first phase of a total investment of 25 million RMB. The Enterprise Technical Center is mainly dedicated to R&D management, project evaluation, supervision of the project process management and acceptance after checking, entirely planning and coordinating the project.

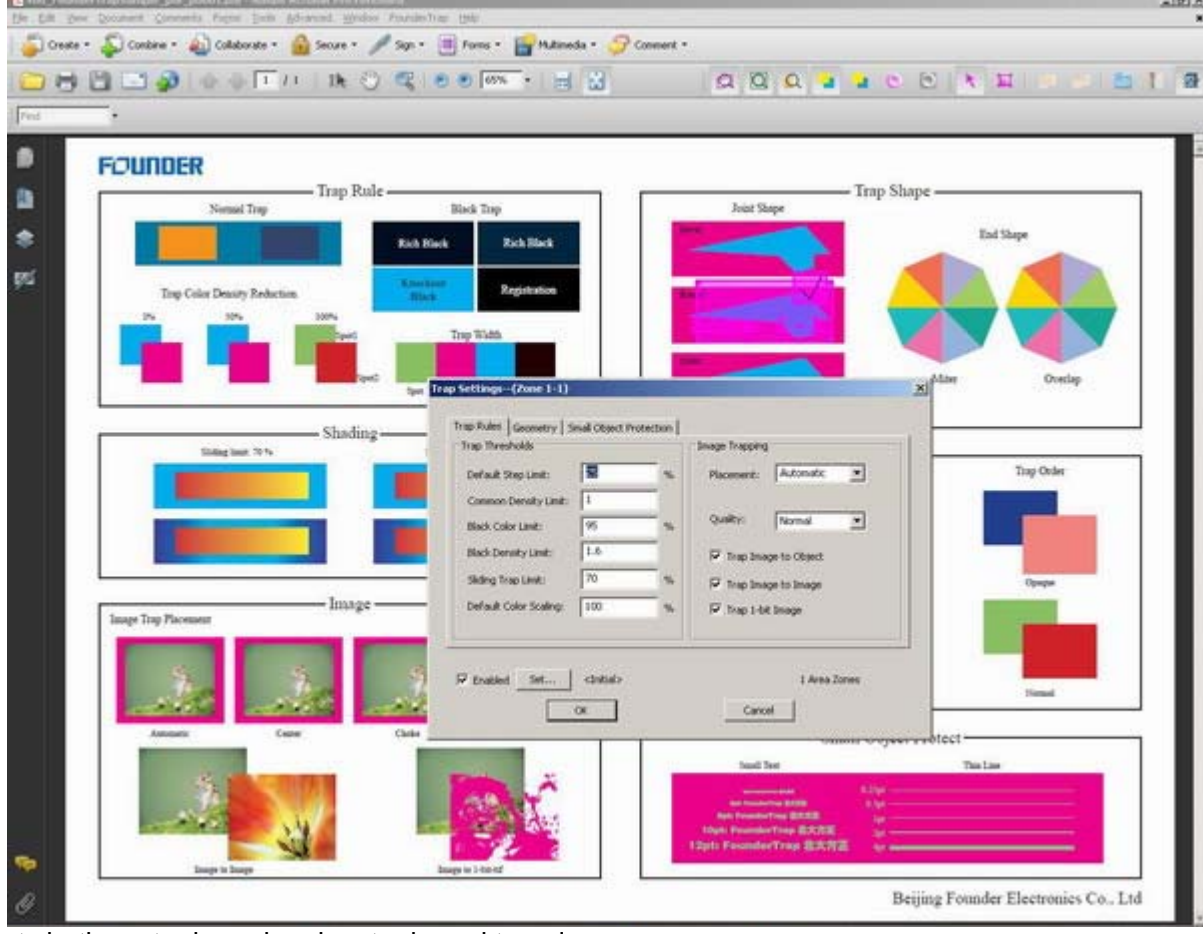
## Product News

### Founder Trap Mode is Integrated into ElecRoc

Founder is releasing the new trap module based on Founder's own intellectual property next month. The Founder Trapping module will be integrated into ElecRoc v4.61 as a trap module option for the user's selection.

Some key features of Founder Trap module:

- **Zone trap support**
  - Interactive trap
  - Global trapping and area trapping
  - Highlight trapped edge

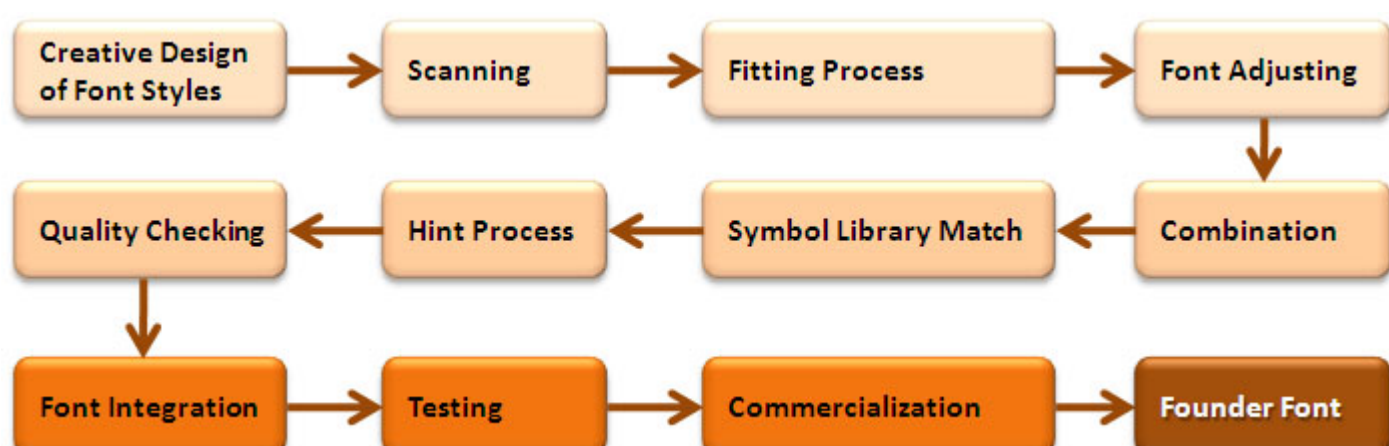


- Supports both vector based and raster based trapping
- Adjustable sequence of ink color overprint
- High compatibility: Trapped files can be accepted by other RIPs or Workflows
- Power preview function:
  - Accepts both local and remote screen preview
  - Highlight trap preview in definable color
  - Highlight image area preview
  - Highlight Trap Zones preview
- PDF Transparency
- Multiple ink types supported
- Bits per color channel
- Neutral density control for each ink
- Highlight trap preview in definable color
- Mitered end traps
- Small object protection

More details in the next issue. To be continued...

### The Story Behind "Founder Fonts" Part 3

Chinese fonts have a very long history. In the September Issue, we talked a little about the story behind Founder Fonts. So after the first four steps "Creative Design - Scanning - Fitting Process - Font Adjusting", what will happen next?



Step 1: Creative Design of original font samples and font styles

Step 2: Scanning original font samples on paper into computer

Step 3: Fitting Process

Step 4: Font Adjusting is the key and time consuming last step. It is the creative work of font designers.

Step 5: Combination

Chinese font is combined by different components which are designed and adjusted first.

Case *FZJianZhi* - M23 is designed by the designer Qi Li(P21), of which the character components research and development needs half a year.



Fig 5-1 Components of FZJianZhi - M23



Fig 5-2 Components of FZJianZhi - M23

With these Chinese character components, Chinese characters are created by combination. Completed fonts should be made into proofing samples and compared with the original components to check and adjust.

Finally, wipe off the staggered part of the characters based on the font style, and adjust the font shape if necessary.



Fig 5-5 Manual Check Needed After Combination



Fig 5-6 Completed Font

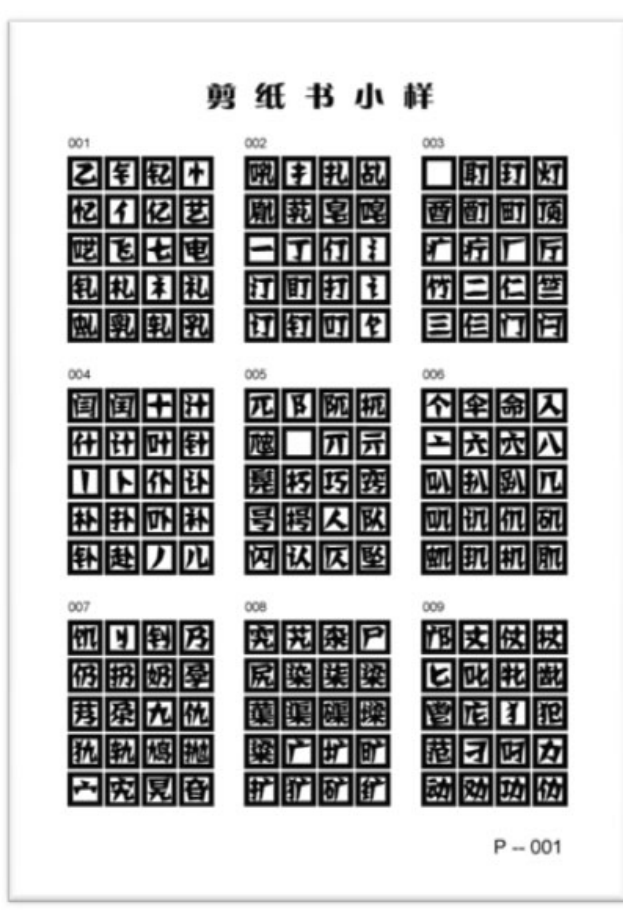


Fig 5-4 Combination of Characters

To be continued...

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