



Customer's Canvas
by Aurigma

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Customer's Canvas to introduce its innovative text rendering engine at the PRINT19 trade show

The new technology will bring professional-grade typographic features to the web.

Customer's Canvas by Aurigma, Inc. – known for its online HTML5 editor for print product personalization – will be demonstrating new technology for advanced text rendering that will enable support for advanced typographic features for product design templates. This technology will improve the usability of the personalization process and will help increase the quality of the design templates that are available for online customization.

Web-to-print software was previously lagging behind desktop publishing software because the limitations of HTML technology hindered full support for many advanced typographic features.

"HTML technology is pretty limited compared to professional desktop software when it comes to advanced typographic features. If you import a design template that was created with these features to a web-to-print system, it will look different from the original. The problem gets worse when you factor in the diversity of web browsers and platforms where the same text can render differently," says Dmitry Sevostyanov, CEO at Customer's Canvas by Aurigma. "Our team has spent the last several months trying to overcome this hurdle and worked hard to remove these limitations. We've finally developed the technology that uses its own text rendering engine."

Customer's Canvas's brand new text engine solves two problems at once. The first is the lack of advanced typographic features common with most web-to-print software. Without

these features, many product design templates created with desktop publishing software are useless because they won't display properly online. Another problem is the user experience of editing the text layers. Most web-to-print software uses pop-up windows to edit the text content. This clumsy interface adversely affects usability, especially on mobile devices that are now the gadget of choice for many customers. The new text engine provides a seamless interface where clients may change the text in-place.

"The new text engine will help printing companies provide their clients with the opportunity to personalize higher-quality designs in a more user-friendly way," Dmitry continues. "Typography is the key part of most print products. That's why the web-to-print editor with better typographic features will give the competitive edge to those who integrate it into their online storefront."

Customer's Canvas by Aurigma Inc. representatives will be demonstrating the capabilities of the new Text Engine at the upcoming PRINT19 trade show. We invite PRINT19 visitors to stop by booth #131 and see firsthand how they can benefit from our latest technology.

Customer's Canvas by Aurigma, Inc. is a vendor of image composition, design personalization, and prepress automation software for print service providers and marketing companies. Their flagship product - Customer's Canvas Web-to-print SDK – is designed to streamline the creation of personalized designs online. This solution integrates into any existing or new website, allowing companies to build ordering workflows for print and packaging products of virtually any complexity.

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