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Fontself's Font Creator promises unprecedented level of web personalization

Renens, Switzerland, September 24th, 2010 - Fontself launches Font Creator, the online application that makes publishing and communicating online in your own handwriting a reality for the first time.

Backed by Index Ventures Seed Fund and several notable angel investors, Switzerland-based Fontself (http://www.fontself.com) has already built a whole host of apps on leading web services, including Facebook, Yahoo!, Blogger and Myspace.

The launch of the new Font Creator means anyone can now design personal fonts that can be used instantaneously on the web. Its potential markets are varied: from heavy social network users who want a new level of personalization, to businesses looking for innovative ways to project their brand values and personality online.

Fonts are designed using Fontself's free cloud-based Font Creator. Users simply print an alphabet template, draw their characters and scan them into the Font Creator. Entire handwritten fonts can be created in minutes. Using Fontself's growing range of applications, the newly-created fonts can be used to send genuinely personalized emails directly from Yahoo! Mail or post wall messages on Facebook, for example.

Fontself will eventually be based on a 'freemium' business model, although revenue streams have not yet been introduced. The company's founders say there are many potential monetization opportunities, such as selling creative fonts over social networks, or licensing more advanced features to business customers.

Fontself is hoping to capitalize on the burgeoning personalization market that has seen huge industries emerge in recent years. Ringtones have proved to be a multi-billion market at its peak, and in 2010, global market for virtual goods should reach $1billion.

"We believe that our consumer-oriented approach to fonts has the potential to transform the way people communicate," says Fontself's CEO & cofounder Franz Hoffman. "Until now the degree to which you can personalize your messages online has been limited to a pre-defined selection of fonts and smileys beyond the control of average users. Our Font Creator enables people to be as visually creative and expressive as they are in every other aspect of their lives."

According to Franz Hoffman, whilst the current set of applications compatible with the Font Creator are varied and make the technology available to millions already, the number of channels and media on which personalized fonts can be used will grow rapidly in the coming months.

"The latest version of our Yahoo! Mail app now supports personal fonts, which brings an exciting new feature to one of the world's most popular webmail services," he reports. "The days of emailing in your own handwriting have arrived".

"We will also release a Fontself API to enable third-party developers support personal fonts in many other online applications and services."

For more information, go to www.fontself.com or contact@fontself.com

About Fontself:
Fontself SA is a technology startup and software company based in Switzerland. It was founded in 2008 by a team of passionate designers and computer geeks with a shared passion for typography, hand-drawn illustrations and user-friendly software. The company proposes a revolutionary approach to text-based communication, in order to provide more creative and personal hand-made fonts. Fontself enables users of email platforms, social networks and blogs to personalize their messages with fonts and illustrated words, at anytime, from anywhere, without the need to ever install a font.
http://www.fontself.com