

Yuvee, Inc. Announces Product Launch Of A Virtual Keypad Line Of Software That Lets People Write Doodles Directly Into Text Documents

For Immediate Release

HIGHLAND PARK, III./EWorldWire/July 28, 2005 --- Yuvee, Inc. introduces software that lets people "doodle" directly in their regular text documents. Using this software, people can communicate in text in a new, creative and fun way by creating unique two-dimensional "ideograms" directly in text documents. The software combines, for the first time ever, the best of both Western alphabet-based languages and Asian character-based languages.

The Yuvee software enables people to create picture-based doodles and stories directly in their text. Essentially, this expands the alphabet-based linear left-to-right English text with the capability of writing two-dimensional stories made up of little pictographs. With this software, anyone can create their own unique ideograms to tell stories or convey ideas and emotions. It is a new way to communicate in text.

The software works by giving the writer a virtual keypad that appears on the computer screen. The keypad is all that a user needs to access and use sets of pictographs to build two-dimensional doodles and picture stories. The keypad lets the user choose and place each pictograph in a space in the text that shows up in the writer's Word document. The writer creates the story with as many or as few pictographs as he or she wants. The writer can also edit the pictographs the way regular text is edited, using the arrow keys, delete and backspace. And, a writer can string any number of these two-dimensional ideograms in sequence to create a longer story or convey more information. Each ideogram can be uniquely created, colored and formatted.

An ideogram created this way is similar to Chinese or Japanese characters that convey information as ideograms, except that, instead of brushstrokes, the writer is using little pictures of anything. In this way, the software combines the best of alphabet-based languages and character-based languages. In fact, this system for entering picture stories using pictographs is based on proprietary Chinese writing software that lets people write and edit Chinese in Word documents exclusively using brushstrokes.

The Yuvee software comes with five sets of Squawk doodling fonts, each with its own suite of categorized pictographs. The software also comes with a font developer kit so that anyone can have any font designer make new fonts for the software. Yuvee will also be developing new doodling fonts, and making them available for download from the Yuvee website.

The pictograph fonts work with Word software's color, font size, italics, bold and other word processing features, so that each story that is created can have an almost unlimited creative range.

The colors and locations and what is included in each doodle is entirely up to the user. For instance, the stars in the first doodle could be a shower of sparks, and could be colored green; the person in the first doodle could, instead, be a person lying down on the right side of the doodle.

Yuvee calls these ideograms "Squawks," with a tag line "Add Squawk to your Talk," because text with embedded ideograms is intended to be fun and to grab the reader's attention. To emphasize the fun aspect, Yuvee employees call it "Yuvee Squawk Doodling" software.

This software is break-through because it provides a wholly new and creative way to communicate in text. Further, no one has combined alphabet-based and character-based languages into a single communications and writing system prior to this product.

Distinguishing features of Yuvee software include:

- (1) The ability to enter two-dimensional doodles and stories directly in text in Word documents that are created by the user from a series of little pictographs stored in specialized fonts (the documents can be saved, edited and emailed)
- (2) The ability to edit these ideograms by pictograph just like editing regular text
- (3) An intuitive and simple-to-learn system, that requires only three steps: choose a pictograph, put it in the right location in the ideogram, do this again until the ideogram is complete
- (4) It takes only minutes to learn the system, so the user can focus on being creative right away (rather than

reading a software manual)

(5) Comes with five complete pictograph fonts

(6) The ideograms are not imported files; instead they are created using a keypad, just like entering text

(7) The ideograms are completely dynamic and are created on the fly inside the text document, as opposed to Clip Art or inserting regular symbols that are static and get inserted as they are

(8) The entire system is based around 12 keys, so it can be built directly into mobile phones or as a small, physical keypad in addition to the software product line

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The software is available now; a free ten day trial can be downloaded from www.yupee.com. The software can be purchased directly from the trial versions for \$24.95 for most versions, and for \$49.95 for the most advanced version. The software is for PCs and laptops that are running Windows XP and 2000 and Microsoft Word. Versions for machines running on Apple and Linux operating systems are in the planning stages.

About Yupee, Inc.

Yupee is a technology company headquartered in Highland Park, Ill., just north of Chicago. The company's focus is to make consumer electronics easy for everyday people by providing simple and intuitive user interfaces. The U.S. patent for the Yupee keypad, in both its physical and virtual forms, has issued, and Yupee has patents pending worldwide, including in China. Yupee is a trademark of Yupee, Inc.

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