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# Laser FOCUS

● 3<sup>RD</sup> QUARTER 2008

## WEB UPDATES

### ○ Product Section Update

The products section of Epilog's website has been redesigned to be more user friendly, and visitors will appreciate our new product comparison chart. <http://www.epiloglaser.com/products.htm>

### ○ Laser Engraved Laptop Case

This laser engraved laptop case is perfect whether you're headed back to school or just want customized accessories to go with your electronics [www.epiloglaser.com/sc\\_laptop\\_case.htm](http://www.epiloglaser.com/sc_laptop_case.htm)

## Customer Spotlight: The Art of Laser Cutting and Engraving

Jared Tarbell is a Flash programmer and co-founder of Etsy ([www.etsy.com](http://www.etsy.com)), a website devoted to all things handmade.

Jared first became fascinated with computer programming by watching his father write choose-your-own-adventure text games in BASIC, and for the past 20 years he's been programming computers in some form or another.

He shifted his focus to computer graphics as hardware became more sophisticated - offering high resolution displays, fast frame-rates, and an abundance of colors.

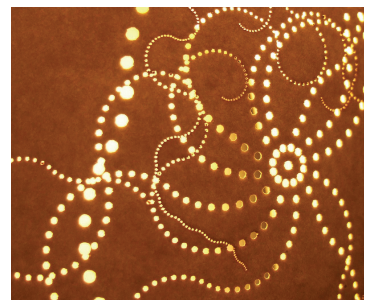
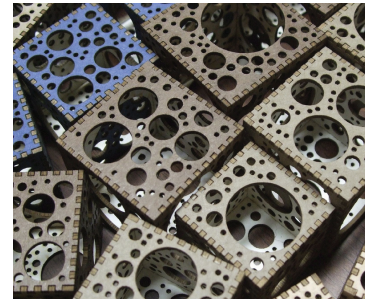
Simply put, today Jared writes mathematical codes to create images on screen.

"My interest in patterns and repetition are well suited for computer programs," Jared said. "Now, I write computer programs to create graphic images. With an algorithmic goal in mind, I manipulate the work by finely crafting the semantics of each program."

Examples of Jared's images can be found to the right. These graphic images were all created using different mathematical codes that instruct the computer on what to display.

### The Challenge: Finding a way to create "permanent" algorithms

"As an artist, using the computer as a tool is sometimes disheartening. All it takes is a power failure, some change in the hardware (or any other number of places) to render your computer-based work obsolete. The laser, to me, represented a way to make my computer generated algorithms more permanent."



### The Solution:

"I saw my first Epilog laser engraver at the Maker Faire in San Mateo, CA in May 2007. I was blown away by the precision and versatility of the machine. Immediately I knew that I must begin generating work for the laser."

"I researched laser equipment fanatically for months leading up to my purchase. It was a huge decision for me. At the time, I was prepared to invest a significant amount of money, so I wanted to make sure I was making the right decision. In the end, it was clear that Epilog's hardware was superior in terms of features, precision, and reliability. I also liked the Epilog company history, and the fact that, since I'm in New Mexico, we're essentially neighbors."

I selected the Mini 24 for its 24-inch by 12-inch worktable. I opted for the slightly more powerful 45-watt laser because I wanted to be sure I could cut through a quarter inch of solid wood, which the machine does beautifully."

For the first four months, Jared used the laser primarily for experimentation on different materials. Now he uses the laser for all kinds of artistic projects. "My favorite materials to work with have been paper and mat board."

### The results:

"The intricacy and ornate detail I'm able to produce is incredible," Jared said. "I'm actually just one of many participants in the emerging field of digital fabrication at home."

## Sample Club: Laser Engraved and Cut Thanksgiving Place Cards

Thanksgiving is just around the corner! Here we laser engrave and cut adorable place card holders for your Thanksgiving table. Turkeys and cornucopias compliment the crisp fall colors and greet your guests with a festive welcome to your holiday table.

This project is a great way to bring a little organization to this fun, but often hectic, holiday.

### Materials:

Lightly-colored paper for printing names.  
Assorted card stock in Autumn-inspired colors for name place holders.

1) Begin by printing the names of your guests on the light paper. We used a calligraphy-style font printed brick red on cream colored paper.

Cut the name cards so they are 3.25 inches wide by 2.9375 inches long.

To download the Sample Club file and to view the full version of this article visit us online at:

[www.epiloglaser.com/sc\\_tg\\_nameplate.htm](http://www.epiloglaser.com/sc_tg_nameplate.htm)



### Laser Bits Clinic Schedule

Oregon/Washington	November 7-8 <sup>th</sup>
Houston, Texas	January 23-24 <sup>th</sup>

**Laser Bits** clinics are ideal for both beginner and advanced learners. They are designed with a project oriented feel that is perfect for any laser user, or anyone interested in lasers.

We'll be adding more information as it becomes available at [www.epiloglaser.com/educational\\_clinics.htm](http://www.epiloglaser.com/educational_clinics.htm)

# Tech Library: Everything you ever wanted to know about Fonts... and then some.

Regardless of your design program, you're likely faced with a myriad of fonts to select from when you're creating a design. But how do you choose fonts? What types of fonts go with what kind of designs? How can you manipulate text and fonts to create appealing visuals? Read on for the answers to this and much more!

Did you know, for example, Times New Roman is not a font? It is actually a typeface. However, within that typeface there are many fonts to select from, such as bold or italic. Fonts are broken into two **general** categories – Serif and Sans Serif. Serif fonts have “feet” at the bottom of letters – see the example below:

**Times New Roman** – this font has serifs at the end of some letters. Serifs are like little “feet” or anchors at the bottom of certain letters like **T**, and **M**.

**Arial** is a Sans Serif font – there are no serifs or “feet” on letters of this font.

### Tips for using fonts effectively:

Choose a font that is suitable for your audience. For example, if you're creating an award for a local travel agency, it is a good idea to stick to simple fonts; however a flower shop or children's store may warrant a more light-hearted font such as Comic Sans.

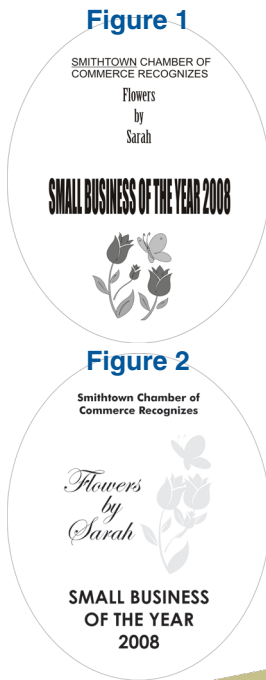
### Figure 1

Take a look at the design to the right, created for a flower shop. While it serves the purpose of announcing the award, the fonts and layout are not eye-catching. The fonts do not relate to the recipient or award presenter. All items are centered, which creates a flat and unsophisticated look.

### Figure 2

Now take a look at the same award arranged in a different way. The same elements are still there, but the award looks much more appealing. It is more suited to the audience and has a better sense of flow. Just by using the simple techniques listed above, we've created a much better award design.

For the full article visit [www.epiloglaser.com/tl\\_fonts.htm](http://www.epiloglaser.com/tl_fonts.htm)



## Volleyball Victory for Epilog's Sales & Marketing Team



This year's company picnic brought food, fun and friendly competition between a few departments as we participated in the 2008 summer volleyball tournament. We began with four teams playing the best two out of three games. Engineering, technical support, operations and sales and marketing departments all made valiant efforts through each round, but only two could make it to the end. The final showdown featured operations and sales and marketing and while it was a close match, sales and marketing claimed victory. The prize? Lunch for the department and bragging rights for an entire year!

The company picnic also featured other popular attractions like the bungee run and rock-climbing wall. Not to be missed were heated soccer games and a new favorite, ladder golf!



○ ENGRAVING | ○ CUTTING | ○ MARKING

For more technical articles and sample downloads, visit our web site at [www.epiloglaser.com](http://www.epiloglaser.com)

## Epilog Laser Launches World's First Open-Architecture Galvo Laser System at IMTS

Manufacturers receive precise marking/etching results at greater speeds



Epilog Laser recently announced the launch of the industry's first open-architecture galvo laser system, the FiberMark G1.

"The G1 is the first system of its kind that allows users to work with virtually any Windows®-based software," said Bob Henry, product manager for the FiberMark G1. "Manufacturers don't have to purchase and learn proprietary software, and because the equipment is so intuitive to the user, they save time and money because there's no extensive software training involved."

Boasting lightning fast speeds, precise marks and a user-friendly interface, the FiberMark G1 can be utilized in industries across the board. "Aerospace, automotive, medical device manufacturing – these are just a few industries that can benefit from the powerful capabilities of the G1," Henry said. "Regardless of industry, manufacturing regulations are getting more stringent. Companies need to mark each part, each piece, and each component, no matter how small. The G1 allows them to do so - quickly, easily and with excellent results."

The FiberMark G1 features a 4.5 inch by 4.5 inch engraving area, 1200 dpi engraving resolution and is available in 10, 20 or 30-watts. The equipment will be available for purchase in Q1 2009.

For more information visit [www.epiloglaser.com/fibermark\\_laser.htm](http://www.epiloglaser.com/fibermark_laser.htm).

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