![High Touch Direct Mail logo]

HIGH TOUCH
D I R E C T   M A I L
Global leader in the production of
computer-simulated handwriting

The Top 80 Computer HandScripts™
& Custom HandScript™ Order Form

What are Computer HandScripts™?

Computer HandScripts™ aren't like those fake-looking *out-of-the-box* fonts that many direct mail vendors offer, but which seldom fool anyone. Unlike an envelope addressed with a fake font, whenever a HandScript™-addressed letter arrives, it **looks absolutely authentic** and **always gets opened**. That's because HandScripts™ are made from real handwriting. In fact, some clients' mail has even fooled their spouses. For mailings, High Touch clients may use one of our standard HandScripts™, or we can create a custom design from their own handwriting.

On the use of such authentic-looking simulated handwriting, direct mail guru Mal Warwick writes:

> *I admit that I've seen computer-generated text that, at first glance (and sometimes second) fooled me into thinking it was handwritten.*

And Steve Hitchcock, VP of Client Services at Mal Warwick Associates, cautions against taking short-cuts like using fake-looking out-of-the-box fonts that can *cheapen* the look of a package and *hinder* its effectiveness:

> *The trap that too many fundraisers fall into is to make the packages cheaper so they can mail them to more donors. Don't do that! Our experience is that these hand-written packages work not just because of the handwriting. The note-card sized outer envelope, the attractive note card, the return envelope . . . and the use of . . . stamps—all these elements work together to create a mailing that moves lots of donors to respond (often, writing back personal notes of their own).*

Four Reasons Computer HandScripts™ Look Stunningly Realistic & Superior to Fake Fonts:

Our Computer HandScripts™ are so fundamentally different than fake handwriting fonts, that we don't even call them fonts. The main difference with fake handwriting is the fact that each HandScript™ is really an elaborate graphics system containing hundreds of glyphs (alphanumeric and punctuation characters). Together these graphics emulate how every letter of the alphabet connects with every other letter of the alphabet. In addition to the variety that having hundreds (versus just 26) letters allows, it also makes our cursive letters connect with one another. Plus, unlike a fake handwriting font, our goal isn't perfection but realism. So our simulated handwriting includes the natural imperfections that are part of human handwriting, making some HandScripts™ look *rough*!

1. To maximize realism in the following HandScripts™, writers penned samples that **weren't overly polished**.
2. Unlike the 26 letters of fake handwriting, among hundreds of letters in each HandScript™ are **variations of individual letters**. So when a character appears twice in a word, **the second can look different than the first**.
3. Other letters are **compound glyphs** that replicate the way the writer uniquely penned certain **letter-pairs**. For example, **two letter "ts" often share a single cross bar** that bisects the two stalks of the pair of letters.
4. And for those characters like "b," "o," "v," and "w" that terminate **above** the baseline, unique letter pairs are created that **build in the necessary above-the-baseline connections**. No fake handwriting font does this!

All these features are powered by our **HandScripting Program** that translates text into realistic handwriting, occasionally varies letters when they appear twice in a word, connects cursive letters, replicates your unique style, and accommodates words that begin *at* and terminate *above* the baseline. Here's an example . . .

See for Yourself—No Fake Font Begins to Approach a HandScript's™ Level of Authenticity!

browocrakwacklbtt　　　　　*browscrakwacklbtt*

This is a Computer HandScript™ sample that **has** been run through our **HandScripting Program**, showing how it 1.) connects letters, 2.) occasionally varies the second occurrence of the same letter, 3.) effectively joins letters that begin *at* the baseline and end *above* it, and 4.) even double-crosses the pair of letter "ts" at the end.

This is a Computer HandScript™ sample that **has not** been run through our **HandScripting Program**. Note 1.) the unnatural gaps between letters, 2.) the unrealistic sameness of letters when they occur twice, 3.) the inelegant pairing of letters that begin *at* the baseline and end *above* it, and 4.) the lack of a double-cross through the two letter "t" stalks.

 Most of the following samples were produced with *cursive* Computer HandScripts™. However, some represent more of a *printed* style, which you may prefer if that's how you write. And while the letters of printed HandScripts™ don't connect, the alphabets of some also include **letter variations**. In the end, however, if you don't find one you like, we can design a **Custom Computer HandScript™** from samples of your handwriting (see order instructions on p.p. 7-9).

The Top 80 Computer HandScripts™

1. This is a test--Hand Script 1
2. THIS IS A TEST--HAND SCRIPT 2
3. This is a test --Hand Script 3
4. This is a test--Hand Script 4
5. This is a test --Hand Script 5
6. This is a test--Hand Script 6
7. This is a test--Hand Script 7
8. This is a test--Hand Script 8
9. This is a test--Hand Script 9
10. This is a test~~Hand Script 10
11. This is a test--Hand Script 11
12. This is a test--Hand Script 12
13. This is a test--Hand Script 13
14. This is a test-Hand Script 14
15. This is a test~~Hand Script 15
16. This is a test--Hand Script 16
17. This is a test-Hand Script 17

18. This is a test--Hand Script 18

19 This is a test--Hand Script 19

20. This is a test--Hand Script 20

21. This is a test--Hand Script 21

22. This is a test--Hand Script 22

23. This is a test--Hand Script 23

24. This is a test--Hand Script 24

25. This is a test--Hand Script 25

26. This is a test-- --Hand Script 26

27. This is a test--Hand Script 27

28. This is a test--Hand Script 28

29. This is a test--Hand Script 29

30. This is a test--Hand Script 30

31. This is a test--Hand Script 31

32. This is a test--Hand Script 32

33. This is a test--Hand Script 33

34. This is a test--Hand Script 34

35. This is a Test--Hand Script 35

36. This is a test--Hand Script 36

37. This is a test-Hand Script 37

38. This is a test--Hand Script 38

39. This is a test-Hand Script 39

40. This is a test--Hand Script 40

41. This is a test--Hand Script 41

42. This is a test--Hand Script 42

43. This is a test---Hand Script 43

44. This is a test -Hand Script 44

45. This is a test--Hand Script 45

46. This is a test--Hand Script 46

47. This is a test--Hand Script 47

48. This is a test---Hand Script 48

49. This is a test--Hand Script 49

50. This is a test--Hand Script 50

51. This is a test--Hand Script 51

52. This is a test--Hand Script 52

53. This is a test--Hand Script 53

54. This is a test--Hand Script 54

55. This is a test--Hand Script 55

56. This is a test--Hand Script 56

57. THIS IS A TEST--HAND SCRIPT 57

58. This is a test--Hand Script 58

59. This is a test -- Hand Script 59

60. This is a test --Hand Script 60

61. This is a test--Hand Script 61

62. This is a test--Hand Script 62

63. This is a test -- Hand Script 63

64. This is a test --Hand Script 64

65. This is a test--Hand Script 65

66. This is a test --Hand Script 66

67. This is a test--Hand Script 67

68. This is a test --Hand Script 68

69. This is a Test--HandScript 69

70. This is a test--HandScript 70

71. This is a test--HandScript 71

72. This is a test--HandScript 72

73. This is a test--HandScript 73

74. This is a test--HandScript 74

75. This is a test--HandScript 75

76. THIS IS A TEST--HANDSCRIPT 76

77. This is a test-- Hand Script 77

78. This is a test--HandScript 78

79. This is a test--HandScript 79

80. This is a test--HandScript 80

Custom Computer HandScript™ Order Form

Twelve Steps to Getting a Custom Computer HandScript™ Made from Your Own Handwriting

If none of our standard Computer HandScripts™ meets your needs, we can create a custom design that looks jut like your own handwriting. To do this, we'll need you to copy the text below in **black** ink on plain white unlined 8.5" x 11" paper . The writing requested in following **twelve steps** is the minimum we need in order to emulate the way you connect each letter of the alphabet with every other letter of the alphabet. The end result will be Computer HandScript™ that replicates your handwriting. (**Note:** If you don't normally connect letters in a cursive style of penmanship, but essentially print, that's fine. Write like normal, so we can capture your true style.)

In addition, I encourage you to copy a page from a book or a column from a newspaper article. *You could even include a handwritten copy of this entire set of instructions, including the part you are reading now*. The content is unimportant, since the purpose is to gather more handwriting samples. The more samples you provide, the better your HandScript™ will look.

If there are any unusual idiosyncrasies in your handwriting that are not captured by the text below, please include samples of those under item twelve below. Please write all your text using **black** felt tip or roller ball pen (not a ball point). Again, use **black, NOT** blue ink so the copy scans well. Finally, the **thickness of the pen used will determine the thickness of your HandScript™**. So **use the diameter of writing instrument that represents the style you prefer**. Thin- or medium-tipped pens seem to produce HandScripts™ that look more natural than **thick** ones.

Finally, *do **not** overlap words on lines below* . . . *leave **ample space in between lines***.

========================= Start of text to write =============================

1. **Please write your *full signature*, your *initials*, your *first name*, and *nickname* (if you use one).**

2. **Please *print* (rather than writing in *cursive* connected style) the following capital letters:**

   A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

3. **Please *print* (rather than writing in *cursive* connected style) the following lower case letters:**

   a b c d e f g h i j k l m n o p q r s t u v w x y z

4. **Write the following capital letters in *cursive* connected style: (but as noted above . . . if your natural writing style is not cursive but printed, then pen them in printed style instead):**

   A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

5. **Please write in *cursive penmanship,* the following alpha-numeric combinations (but again . . . if your natural writing style is not cursive but printed, then pen them in printed style instead):**

   12345 Atlanta   678 Boston   90123 Chicago   4567 Dallas   8901 Erie   11 Fargo   22 Georgia

   333 Houston   44 Indiana 55 Jacksonville   66 Kansas   77 Lexington   88 Memphis   99 Nashville

   111 Orlando   222 Pittsburgh   333 Quebec   444 Reno   555 Sacramento   666 Texas   777 Utah

   888 Virginia   999 Wisconsin   1000 Xenia   12345 Yellowstone   67890 Zanesville

   Note: *it is important to* **make the height of your numerals roughly the same height as your normal capital letters**, *so numbers in addresses do not appear unnaturally smaller than the words next to them.*

6. **Please write the following punctuation marks in your normal penmanship:**

   ` ~ - _ = + \ | [{] } ; : ' " ' ' " " , < . > / ? ! @ # $ % ^ & * ( )

7. **Please write in *cursive penmanship,* the following nonsense sentences (but again . . . if your natural writing style is not cursive but printed, then pen them in printed style instead):**

   *Note: The following paragraph does not make sense. That's okay. The idea is to give us a sample of how you connect specific letters in the alphabet with one another. When you write your samples, be sure to **not overlap** words from one line onto the words of the lines **below** them.*

   The quick brown fox jumps over a lazy dog. A yellow Hertz taxicab, not the khaki, is the norm. Khrushchev will openly vanquish the junta in Iraq. I will zip up a xerox of a virtuoso raj. A yoga guru will hew the yucca with a hacksaw. Six deaf Navajo reject stiff tax bills. The keynote pharaoh did drop a shoe in Cuba. The cottonwood canoe has a hotrod motor and room for a broke rabbi. You hope havoc and chaos will ebb when you tattoo a kiwi at a zoo. The somewhat worthwhile offbeat project employs an eloquent cowboy. It is a biography and bibliography of a clubhouse jobholder who eats offensive toxic cabbage and frozen crocodile meat, and drinks booze. Lack of alcohol prohibition caused bluebook cohesion fibrosis. He must escape a downpour by entering a weatherproof townhouse. A sojourn in an aboveground turbojet whirlpool ends with a dozen buckshot croquet balls. The adjoining yacht master and forgiven cyclops qued up their toy and hydrogen atoms so they always would ionize and zigzag way down and whip up a xylophone and polygon of lysergic acid too. A novel type of fishes ionize & bowman in the forest whipped the eggs for sky travelers who usually eat doughnuts and grocery from kanteens. Seeing the commotion, the oxygen spewed as he gaveled the joke discussion closed, slipped under the bema and unfearingly faxed a bit of cheese to an obese lysozyme at a loss.

   Very Important Reminder: be sure to not overlap words from one line onto the words of the lines below them!

8. **Please write in *cursive penmanship,* the following contractions (but again . . . if your natural writing style is not cursive but printed, then pen them in printed style instead):**

   We're   You're   They're   He'll   I'm   I'll   You'll   We'll   They'll   they'll   There's

9. **Following the names in the line below, write in BLOCK letters, the following Roman Numerals. Make the Roman Numerals the same height as the cursive capital letters in the names next to them.**

   John Q Sample I   II   III   IV   V   X   L   M

10. **Write two *strike out* symbols (a handwritten slightly *wavy* line and a handwritten *straight* line, each measuring about one inch in length).**

    Note: These two lines could be used to mark through preprinted words if this personalization technique is desired. For example, a strike out mark may be used to overwrite the preprinted words "Dear Friend." Then after crossing out "Friend," the recipient's name can be penned above the marked out word in a Computer HandScript™. This can give an otherwise mass-produced piece enhanced personalization. Here's an example:

    John

    Dear Friend,

11. **Please write in *cursive penmanship,* the following nonsense words and punctuation marks (but again, if your natural writing style is not cursive but printed, pen them in printed style instead):**

adjoints bowman cyclops doughbite egtyped forgiven grocery hydrodyke ionize

jewfishes kagvels lysozyme mojxe novque oxyfobe polygyne quotes rybema

skyque toyjoker unfaxed vogue waywhips xylosse yachtque zigzags

Please write the letters, punctuation marks, and symbols below. Write the capital letters that appear alone in *BLOCK PRINTED* form. But write the capital letters that appear next to a lower case letter in *CURSIVE* style (but only *if that's how you normally write*). For example:

Block ⟶ *A Au   B Be   C Co   D Do* ⟵ Cursive

( )   @   { }   &   [ ] $ A   An.   B   Be,   C   Co!   D   Do?

E   Ea;   F   Fo: G   Go"   H   Hi'   I   In~   J   Ju   K   Ko_

L   Li   M   Mo   N   No   O   Of   P   Pa| Q   Qu`   R   Ro^

S   So   T   Th   U   Un*   V   Ve   W   We/   X   Xy\   'Y   Ye'

"Z   Zo"   %   #   1+   2   3-   4   5=   6   7<   8   9>   10

Make sure you have not forgotten any of the symbols or punctuation marks.

12. **Optional: add any *extra* samples of your penmanship or unusual markings that are uniquely characteristic of the way you write (cursive or printed style).**

Please send your work to: **Frank Dickerson ♦ High Touch Direct Mail ♦ 7412 Club View Drive, Suite 200 Highland, CA 92346-3993 ♦ Phone: 909-864-2798.** If I have questions, please give *your* contact information:

Name: _____

Title: _____

Organization: _____

Address: _____

City, ST/PRV, Zip/Postal Code: _____

Phone: _____ Email: _____