ANTETYPE

Antetype – the new tool to take UI Design to the next level

Saarbruecken (Germany), July 9, 2013 – Antetype is the new and innovative solution for designing and layouting websites, mobile and desktop apps for Mac. Created by UI (User Interface) designers for UI designers at German User Experience (UX) Design agency Ergosign, it features a radically new, time-saving approach: it understands the whole interface, not only pixels.

User Interfaces consist of many interdependent screen elements. With Antetype, these building blocks become aware of each other. Antetype allows UI designers to group design elements in so-called custom widgets to store, change and update them at once in a few steps. This even works when a widget is used on different screens and in multiple projects. For Luca Candela, Metamarkets Product Manager, Antetype is the „most productive tool for UI design", also because of Antetype's unique layouting tools that automatically adapt designs to different screen sizes and for different devices.

Tim Klauck, CEO and founder of Antetype, explains the problem which was solved: "Most UI design projects at Ergosign have 30 to 100 screens. To easily deal with this kind of complexity while increasing productivity, we needed to go beyond the concept of pixel-based tools or prototyping apps. Neither a photo editing app like Photoshop, nor a common wireframing tool could really do this job well."

Antetype is already used by UI designers at Twitter, Apple and Pixar and was successfully used in hundreds of Ergosign design projects, for clients like Daimler, PWC, SAP or Siemens. The recently released version 1.2 has been launched to a larger global audience; upcoming version 1.3 with several new features is due in September.

The Antetype website (www.antetype.com) features tutorials and design examples made with Antetype. A free trial version is available on the website. The full license is USD 189.00 (student's license USD 19.00).

Antetype is a product of German UX design agency Ergosign (www.ergosign.de/en) which is headquartered in Saarbruecken, Germany with subsidiaries in Hamburg, Munich and Zurich, Switzerland. Ergosign designs and develops user interfaces for office-, industry- and medical applications as well as mobile devices and consumer products. Founded in 2000, Ergosign was a pioneer in user centered design. Today, Ergosign is one of Europe's leading service providers in UI design. To optimize the workflow within complex projects and to enhance productivity, Ergosign developed the tailored UI design software Antetype – by designers for designers.

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