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## Press Release

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### LiveSurface collaborates with Tattly to premier its first Signature Surfaces collection.

(Brooklyn, NY October 22, 2014) LiveSurface, creators of Context, a game-changing software application for designers, is pleased to announce its collaboration with Tattly, the Brooklyn-based creator of design-oriented temporary tattoos.

The collaboration with Tattly inaugurates the Signature Surfaces collection. These curated groupings from acclaimed designers and product lines are unprecedented and significantly expand LiveSurface's offering.

"We're so thrilled to be working with Tattly to premier this inaugural Signature Surfaces collection. Like LiveSurface, Tattly has, at its core, a love of design. We are very excited to collaborate with Tattly in order to provide another unique way for designers to express and explore their concepts," says designer and LiveSurface founder Joshua Distler. "By bringing new unique surfaces like these into the Context Surface Store, LiveSurface can further inspire creative discovery, as designers fluidly visualize approaches and applications that they might not have previously. And by working with producers like Tattly, we are also able to further improve design workflow by providing a go-to manufacturing source for creatives once their ideas have grown beyond the concept stage."

Context empowers designers to create stunning photorealistic on-screen mock-ups with the mouse-click. It links with Illustrator and effortlessly allows creatives to see their concepts realized side-by-side in real-world settings.

From product packaging and stationery, to vehicles and billboards, the Surface Store is Context's built-in cloud-based content library for hundreds of hi-res surfaces. Each surface utilizes LiveSurface's unique patented technology, which combines professionally-shot imagery with embedded 3D to achieve one-click photorealistic renderings in near-realtime.

"Tattly's custom service has grown exponentially over the past year, so this collaboration with LiveSurface is a natural fit," says Yng-Ru Chen, Head of Custom Projects and Partnerships at Tattly. "Designers can now easily experiment with their ideas on photorealistic mock-ups. What was previously the domain of specialists is now a simple and streamlined process that designers can utilize directly."

Context users receive unlimited access to every hi-res surface with a monthly or yearly subscription. Studio Group subscriptions are available, allowing simplified management for entire studios under a single account.

Access to hi-res Tattly Signature Surfaces is included with every paid Context Surface Store subscription and available for free, for a limited time, with a promo code available from Tattly at [tattly.com](http://tattly.com).

For press assets, please refer to the LiveSurface press page: [www.livesurface.com/press.php](http://www.livesurface.com/press.php)

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About LiveSurface:

Launched in 2006, LiveSurface is an industry standard library of professionally photographed and retouched high-resolution, layered images with embedded 3D surfaces. Created by designer Joshua Distler, LiveSurface has grown to more than 400 images and is now a go-to tool for international agencies, students and independent designers.

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About Joshua Distler:

Joshua Distler is an award-winning designer with more than 20 years of industry experience. During his years at Apple he was instrumental in the design of packaging for a number of generations of iPod, Macintosh and iMac models. Distler has also consulted for IDEO, Wolff Olins and Metadesign. In 2006, Distler founded LiveSurface.

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About Tattly:

Tattly was established in 2011 by Brooklyn-based Tina Roth Eisenberg, a.k.a Swiss Miss. Tattly Temporary Tattoos are safe and non-toxic, FDA compliant with vegetable-based inks. The designs are the works of some of today's most admired and renowned artists, designers and illustrators. Tattlys are sold in over 400 stores in over 30 countries. [www.tattly.com](http://www.tattly.com)

Custom Tattly services began when companies such as Twitter, BuzzFeed and Brooklyn Brewery sought out custom designs for their promotional purposes. Today, clients ranging from Warner Brothers, The Gap, Whole Foods, OXO, GQ, UNICEF and museums around the world, have used their custom Tattly for strategic activations and events. Learn more: <http://tattly.com/pages/custom>.

