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loremipsum.net

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LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI TATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTEM VEL EUM IRIURE DOLOR IN HENDRERIT IN VULPUTATE VELIT ESSE MOLESTIE CONSEQUAT, VEL ILLUM DOLORE EU FEUGIAT NULLA FACILISIS AT VERO EROS ET ACCUMSAN ET IUSTO ODIO DIGNISSIM QUI BLANDIT PRAESENT LUPTATUM ZZRL DELENIT AUGUE DUIS DOLORE TE FEUGAIT NULLA FACILISI. NAM LIBER TEMPOR CUM SOLUTA NOBIS ELEIFEND OPTION CONGUE NIHIL IMPERDIET DOMING ID QUOD MAZIM PLACERAT FACER POSSIM ASSUM. TYPI NON HABENT CLARITATEM INSITAM; EST USUS LEGENTIS IN IIS QUI FACIT EORUM CLARITATEM. INVESTIGATIONES DEMONSTRAYERUNT LECTORES LEGERE ME LIUS QUOD II LEGUNT SAEPIUS. CLARITAS EST ETIAM PROCESSUS DYNAMICUS, QUI SEQUITUR MUTATIONEM CONSUEUDIDIUM LECTORUM. MIRUM EST NOTARE QUAM LITTERA GOTHICA, QUAM NUNC PUTAMUS PARUM CLARAM, ANTEPOSUERIT LITTERARUM FORMAS HUMANITATIS PER SEACULA QUARTA DECIMA ET QUINTA DECIMA. EODEM MODO TYPI, QUI NUNC NOBIS VIDENTUR PARUM CLARI, FIANT SOLLEMNES IN FUTURUM.

What is 'lorem ipsum'?

'Lorem ipsum' is simply dummy text of the printing and typesetting industry. It has been the industry's standard dummy text ever since the 1500s. It has been popularised 'recently' with desktop publishing software and in the 1960s with the release of Letraset sheets containing 'lorem ipsum' passages.

Roots of 'lorem ipsum'?

'Lorem ipsum' is not simply random text. It is actually over 2000 years old and it has roots in a piece of classical Latin literature from 45 BC. 'Lorem ipsum' comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) written in 45 BC by Marcus Tullius Cicero. The first line of 'lorem ipsum', "Lorem ipsum dolor sit amet...", can be read out of a line from section 1.10.32. This book was very popular during the Renaissance and it is a treatise on the theory of ethics.

Well, why to use 'lorem ipsum'?

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using 'lorem ipsum' is that it has a more-or-less normal distribution of letters, as opposed to using 'This here is content' or 'Osama Bin Laden wanted dead or alive', making it look like readable text and there also has been many examples what has happened if someone has forgotten to change the dummy text for the final copywrite text.

In Finland there was couple of years ago this one bookshop banner in public internet with 'Buying a book is as easy as hitting a child' text in it. About Loremipsum.net Loremipsum.net is a one-man-show located in Finland. First this service was established in early 1996 in my recent design school homepage for personal purposes. It gained popularity among other students and friends, and it was finally published as a public service in Loremipsum.net year 1998.

Now this domain is mentioned all over the world in internet, discussion forums, corporate intranets and design schools when it comes to dummy text and design tips. There are thousands of people all over the world who hits these pages weekly to copy paste the 'lorem ipsum' phrase. In 2002 Loremipsum.net expanded services to often needed HTML spacer element called pixel.gif which has gained popularity within the webdesigners of the world. And there will be more to come...