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The basic features of Deutsche Lufthansa's present corporate images were created by Otl Aicher almost 45 years ago, including graphic standards, photographic style, packaging, exhibition systems, architectural characteristics, furnishings, equipment and service clothes.

This is the third revised edition of the established and trusted RFID Handbook; the most comprehensive introduction to radio frequency identification (RFID) available. This essential new edition contains information on electronic product code (EPC) and the EPC global network, and explains near-field communication (NFC) in depth. It includes revisions on chapters devoted to the physical principles of RFID systems and microprocessors, and supplies up-to-date details on relevant standards and regulations. Taking into account critical modern concerns, this handbook provides the latest information on: the use of RFID in ticketing and electronic passports; the security of RFID systems, explaining attacks on RFID systems and other security

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matters, such as transponder emulation and cloning, defence using cryptographic methods, and electronic article surveillance; frequency ranges and radio licensing regulations. The text explores schematic circuits of simple transponders and readers, and includes new material on active and passive transponders, ISO/IEC 18000 family, ISO/IEC 15691 and 15692. It also describes the technical limits of RFID systems. A unique resource offering a complete overview of the large and varied world of RFID, Klaus Finkenzeller's volume is useful for end-users of the technology as well as practitioners in auto ID and IT designers of RFID products. Computer and electronics engineers in security system development, microchip designers, and materials handling specialists benefit from this book, as do automation, industrial and transport engineers. Clear and thorough explanations also make this an excellent introduction to the topic for graduate level students in electronics and industrial engineering design. Klaus Finkenzeller was awarded the Fraunhofer-Smart Card Prize 2008 for the second edition of this publication, which was celebrated for being an outstanding contribution to the smart card field.

Available in English for the first time—the internationally bestselling graphic novel and an Official Selection at France's prestigious Angoulême International Comics Festival by master

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illustrator-storyteller Chabou   (Park Bench, Moby-Dick). On a tiny lighthouse island far from the rest of the world, a lonely hermit lives out his existence. Every week a supply boat leaves provisions, its occupants never meeting him, never asking the obvious questions: Who are you? Why do you hide? Why do you never leave? What is it like to be so alone? Years spent on a deserted rock—a lifetime, really—with imagination his sole companion has made the lighthouse keeper something more than alone, something else entirely. For him, what lies beyond the horizon might be...nothing. And so, why not stay put? But one day, as a new boatman starts asking the questions all others have avoided, a chain of events unfolds that will irrevocably upend the hermit's solitary life.... Filled with stunning and richly executed black-and-white illustrations, *Alone* is Chabou  's masterpiece—an unforgettable tale where tenderness, despair, and humor intertwine to flawlessly portray how someone can be an everyman, and every man is someone. Translated from the French by Ivanka Hahnenberger.

A nostalgic and celebratory look back at one hundred years of passenger flight, featuring full-color reproductions of route maps and posters from the world's most iconic airlines, from the author of bestselling cult classic *Transit Maps of the World*. In this gorgeously illustrated collection of airline route maps, Mark Ovenden and Maxwell

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Roberts look to the skies and transport readers to another time. Hundreds of images span a century of passenger flight, from the rudimentary trajectory of routes to the most intricately detailed birds-eye views of the land to be flown over. Advertisements for the first scheduled commercial passenger flights featured only a few destinations, with stunning views of the countryside and graphics of biplanes. As aviation took off, speed and mileage were trumpeted on bold posters featuring busy routes. Major airlines produced highly stylized illustrations of their global presence, establishing now-classic brands. With trendy and forward-looking designs, cartographers celebrated the coming together of different cultures and made the earth look ever smaller. Eventually, fleets got bigger and routes multiplied, and graphic designers have found creative new ways to display huge amounts of information. Airline hubs bring their own cultural mark and advertise their plentiful destination options. Innovative maps depict our busy world with webs of overlapping routes and networks of low-cost city-to-city hopping. But though flying has become more commonplace, Ovenden and Roberts remind us that early air travel was a glamorous affair for good reason. Airline Maps is a celebration of graphic design, cartographic skills and clever marketing, and a visual feast that reminds us to enjoy the journey as much as the destination.

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This is the go-to guide for designers as it outlines and details the essential color design skills needed to create successful, meaningful, and aesthetically compelling designs. Along with hands-on projects, it offers unique insights into strategy and business when working in the real world with real clients. Color Works starts with basic information on color practices and fundamentals, and then delves more deeply into theory and application on a project-by-project basis. Illustrated with real-world projects and case studies, this book offers a behind-the-scenes take on the design process and the necessary steps to go from concept to final outcome, including the challenges encountered along the way.

The book specifies a corpus architecture, including annotation and querying techniques, and its implementation. The corpus architecture is developed for empirical studies of translations, and beyond those for the study of texts which are inter-lingually comparable, particularly texts of similar registers. The compiled corpus, CroCo, is a resource for research and is, with some copyright restrictions, accessible to other research projects. Most of the research was undertaken as part of a DFG-Project into linguistic properties of translations. Fundamentally, this research project was a corpus-based

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investigation into the language pair English-German. The long-term goal is a contribution to the study of translation as a contact variety, and beyond this to language comparison and language contact more generally with the language pair English - German as our object languages. This goal implies a thorough interest in possible specific properties of translations, and beyond this in an empirical translation theory. The methodology developed is not restricted to the traditional exclusively system-based comparison of earlier days, where real-text excerpts or constructed examples are used as mere illustrations of assumptions and claims, but instead implements an empirical research strategy involving structured data (the sub-corpora and their relationships to each other, annotated and aligned on various theoretically motivated levels of representation), the formation of hypotheses and their operationalizations, statistics on the data, critical examinations of their significance, and interpretation against the background of system-based comparisons and other independent sources of explanation for the phenomena observed. Further applications of the resource developed in computational linguistics are outlined and evaluated.

An A-Z guide for graphic designers who want to make expressive and distinctive work. Offers students, novice designers, and seasonal

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professionals on insider's guide to the complexities of current graphic design practice and thinking.

A wide, fascinating range of unusual possibilities is presented on 352 richly-illustrated pages: from stylish energy wonders for everyday life and multifunctional systems of furniture to the natural cosmetics of the future. The book also offers an insight in the basic principles of ecodesign.

This work celebrates the culture of air travel, from plane interiors and airline branding, to food and fashion. The book charts the development of all aspects of international air travel both, elegant and chic, kitsch and vulgar.

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