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Dainippon Screen Commences Sales of High-Quality Font Certified by Chinese Government

Kyoto, Japan -- August 24, 2009 -- Dainippon Screen Mfg. Co., Ltd. has announced the market release of the Chinese version of its Hiragino font. This is the first Chinese font* offered by a Japanese font manufacturer to be certified by the Chinese government.**

In recent years in China, the economy has been undergoing a remarkable expansion, and the standard of living has been rising. This has resulted in a growth in demand for high added value products with superior functionality and design, particularly in urban areas. For this reason, designers and companies throughout the world are increasingly interested in ensuring superior design for the Chinese text in their products, and demand for Chinese fonts with a more polished design is on the rise.

The Chinese font package Screen is selling at this time is called Hiragino Kaku Gothic Simplified Chinese Version.*** The newest font in Screen's Hiragino series, which is known both in Japan and overseas for its high quality, Hiragino Kaku Gothic Simplified Chinese Version is the first Chinese font offered by a Japanese font manufacturer to be certified by the Chinese government. Its strengths include a modern font design that sets it apart from existing Chinese fonts, and quality that can be clearly recognized even at small sizes. Hiragino Kaku Gothic Simplified Chinese Version is ideal for applications that demand readability and superior design, such as packaging, brochures, and catalogs for products designed for the Chinese market, as well as books, magazines, websites, and signs, the demand for all of which is growing rapidly.

By marketing the Hiragino Kaku Gothic Simplified Chinese Version font package, Screen is supporting the expansion of a variety of businesses and their global brands in the growing Chinese market by providing fonts with a modern design concept. Screen also looks forward to enhancing its own business by setting its sights on providing fonts in the overseas market, and by offering high-quality fonts for applications other than printing, such as electronics and various types of displays, thereby contributing to a present — and future — lifestyle that features increased cross-media use of fonts.

* According to Screen's research.

** The People's Republic of China requires that all fonts used in products sold in the Chinese market and featuring text displays, as well as product manuals and packaging, comply with the GB18030-2000 official Chinese character sets and coding standard. The Chinese government's official certifying agency, the Conformance Test Center for Information Technology Standards (CTCITS), determines whether fonts conform to the GB18030-2000 standard.

*** It has 29,064 characters that can be used on both Mac and Windows systems.



Hiragino Kaku Gothic Simplified Chinese Version

Please download the photo from
<http://www.screen.co.jp/press/nr-photo/indexE.html>

Sample characters and usage

<p>Hiragino Kaku Gothic Simplified Chinese Version W3 (Hiragino Sans GB W3)</p> <p>功能新发售机场东京主页 ABCDabcd0123āēǐò</p> <p>功能新发售机场东京主页 ABCDabcd0123āēǐò</p>	<p>Hiragino Kaku Gothic Simplified Chinese Version W6 (Hiragino Sans GB W6)</p> <p>功能新发售机场东京主页 ABCDabcd0123āēǐò</p> <p>功能新发售机场东京主页 ABCDabcd0123āēǐò</p>
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Hiragino Kaku Gothic Simplified Chinese Version sample characters



Used for signs



Used for brochures and catalogs

Product name/Suggested sales price in Japan

Product name	Price (including tax)	Price (before tax)	JAN code
OpenType OT-11 Hiragino Kaku Gothic Simplified Chinese Version W3/W6 (GB18030-compliant)	52,500 yen	50,000 yen	4949835007272
OpenType OT-11 Hiragino Kaku Gothic Simplified Chinese Version W3/W6 (GB18030-compliant) 5-licence pack	249,900 yen	238,000 yen	4949835007289
OpenType OT-11 Hiragino Kaku Gothic Simplified Chinese Version W3/W6 (GB18030-compliant) 10-licence pack	483,000 yen	460,000 yen	4949835007296
OpenType OT-11 Hiragino Kaku Gothic Simplified Chinese Version W3/W6 (GB18030-compliant) 50-licence pack	2,341,500 yen	2,230,000 yen	4949835007302

Notes:

- The Hiragino Kaku Gothic Simplified Chinese Version fonts are bundled with Mac OS X v10.6 Snow Leopard.
- Hiragino is a registered trademark of Dainippon Screen Mfg. Co., Ltd. Mac and Mac OS are trademarks of Apple Inc., registered in the U.S. and other countries. Windows is a trademark of Microsoft Corporation, registered in the U.S. and other countries.

Please contact the following e-mail address to receive further information about this product:

Font License section, Dainippon Screen Mfg. Co., Ltd.

E-mail address: sent-info@screen.co.jp

Note: We apologize for any inconvenience, but e-mails must be in English.