

SCREEN Makes Hiragino Sans Traditional Chinese Fonts Available for General Release

Kyoto, Japan – October 26, 2017 – SCREEN Graphic Solutions Co., Ltd. (SCREEN GA) is preparing to release its Hiragino Sans Traditional Chinese W3 and W6 fonts for general purchase. The fonts will become available for download from the Websites of SCREEN GA's sales partners from the middle of November.

観光案内所

Tourist Information Center

旅游咨询服务中心 旅遊諮詢服務中心

ヒラギノ角ゴ 繁体中文 W3

(Hiragino Sans TC W3 / 冬青黑体繁体中文 W3 / 冬青黑體繁體中文 W3)

不斷追求永恆之美的
Typography0123

ヒラギノ角ゴ 繁体中文 W6

(Hiragino Sans TC W6 / 冬青黑体繁体中文 W6 / 冬青黑體繁體中文 W6)

不斷追求永恆之美的
Typography0123

Multilingual sign using Hiragino series fonts

Example of Hiragino Sans Traditional Chinese font

Please download the photos from
www.screen.co.jp/eng/press/download/GA171026.zip

In recent years, accelerating globalization of business operations has led many companies to establish production and sales bases in widely dispersed international locations. This has in turn triggered a rapid increase in the requirement for multilingual documentation such as product catalogs and manuals. Rising levels of tourism have had a similar effect. In Japan, for example, year on year increases in the ratio of visitors from Taiwan and Hong Kong have made them second only to tourists from mainland China.* This influx has created an urgent need for menus, signs and other guidance written in traditional Chinese.

The Hiragino Sans Traditional Chinese W3 and W6 fonts developed and sold by SCREEN GA have until now mainly been provided for embedding in products or for OEMs. The fonts have been very well received and are used by many leading companies. They currently appear in Pioneer car navigation systems and display panels for multifunction printers as well as the operation panels of Zojirushi rice cookers and electric pots for the Taiwanese market. Due to this success, SCREEN GA has now decided to release the fonts to general users.

The Hiragino Traditional Chinese fonts faithfully continue the design aesthetic of SCREEN GA's original Hiragino Sans Japanese typeface, providing meticulously designed, high-quality Chinese fonts with a modern style that is ideal for a wide variety of situations. They are expected to find immediate application in catalogs and manuals for products targeting Taiwan, Hong Kong, Macau and other areas that use traditional Chinese. They are also likely to quickly become preferred fonts for multilingual tourist signs and guidance. The Hiragino series includes Japanese and simplified Chinese versions, enabling the creation of a more unified design feel when all three are used together.

SCREEN GA plans to release the Hiragino Traditional Chinese fonts sequentially to its partners from the middle of November, after which they will become available for download from the partners' sales Websites. They will also be added to Morisawa Inc.'s Morisawa Passport as new fonts on November 8, 2017. SCREEN GA also intends to supply versions of the fonts for embedding in hardware and software products and provide customization services enabling the creation of additional symbols and text characters.

With its upcoming release of the Hiragino Traditional Chinese fonts, SCREEN GA hopes to use its expertise in the font design field to support the brand strategies of companies that are working to expand their operations internationally. It also hopes the fonts will prove useful in providing services for the many overseas tourists expected to visit Japan for the 2020 Tokyo Olympics. Longer term, the company plans to continue its efforts to develop the entire Hiragino series, with a view to increasing its adoption worldwide.

Product Names and Prices

Product name (included font)	Price with tax (price without tax)
Hiragino Sans Traditional Chinese W3	22,140 yen (20,500 yen)
Hiragino Sans Traditional Chinese W6	22,140 yen (20,500 yen)

Main specifications

Format: OpenType

Included character sets: Conform to Adobe-CNS1-6 (compatible with Big5-1984), enumerate 19,156 glyphs

Operating environment

Macintosh: Mac OS X 10.8 or higher, CPU: Intel processor

Windows: Windows 10, 8.1, 7

* Reference: Changes in overseas tourist numbers since start of Visit Japan Campaign (2003-2016), Japan National Tourism Organization

Notes:

1. SCREEN GA plans to exhibit its Hiragino Sans Traditional Chinese W3 and W6 fonts at Inter BEE 2017, to be held from November 15 to 17 at Makuhari Messe in Chiba, Japan.
2. Hiragino is a registered trademark of SCREEN Holdings Co., Ltd. Macintosh is either a registered trademark or trademark of Apple Computer, Inc. in the United States and/or other countries. Windows is either a registered trademark or trademark of Microsoft Corporation in the United States and/or other countries. Other company and product names used in the above text are either registered trademarks or trademarks of their respective owners.

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<https://www.screen.co.jp/screen-hiragino/inquiry/index.php>