Auto Font Alternating System

-Supporting you to show your expressions better –
（DNP感情表現フォントシステム）

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Dai Nippon Printing Co., Ltd.

Shueitai Development Group
Communication Development Division
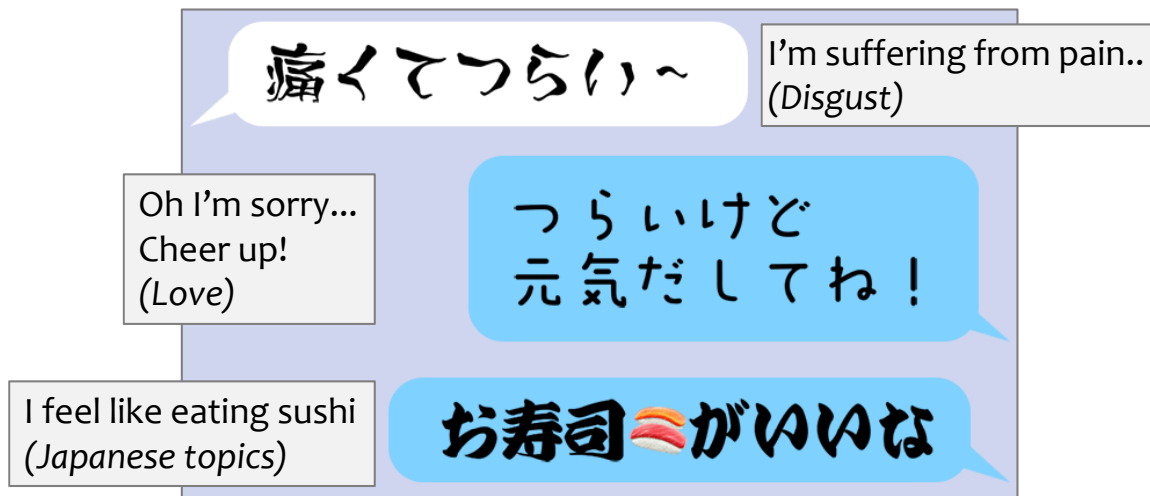**Advanced Business Center**

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Background

- DNP ongoing development *Shueitai* that is a typeface, for more than a century.

- Currently, The *Shueitai* is used not only for printing but also for WEB and e-books.

- Beautiful and readable typefaces are important for communication.

- For better communication, DNP continue research and development on typography.

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# Function : Auto font replacement by contexts of the sentence

■ **Automatically replaces font according to the topics and user's feelings*.**

■ **Examples:**
"Tender words" > rounded sans-serif typeface.
"Japanese topics" > Japanese calligraphy style typeface.

痛くてつらい〜

I'm suffering from pain..
(Disgust)

Oh I'm sorry…
Cheer up!
(Love)

つらいけど
元気だしてね！

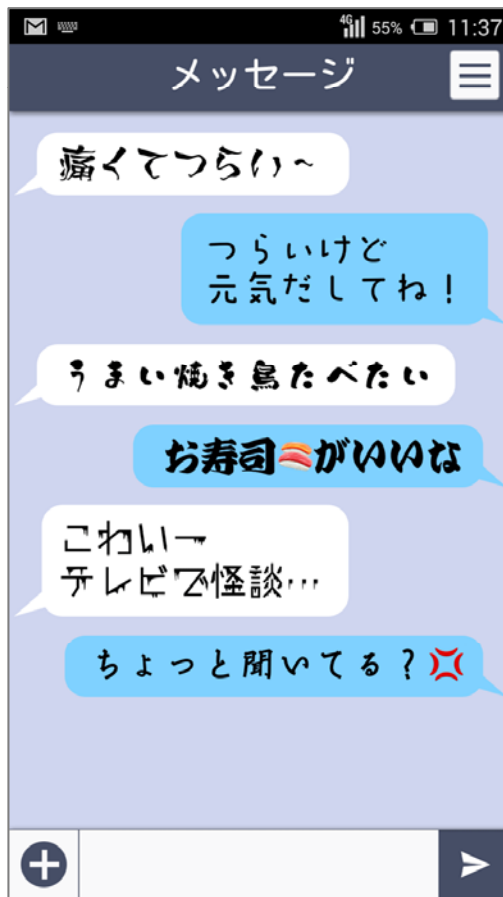I feel like eating sushi
(Japanese topics)

お寿司🍣がいいな

We make your texting experience much more fun and getting through!

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Before and After

●Before (basic font)
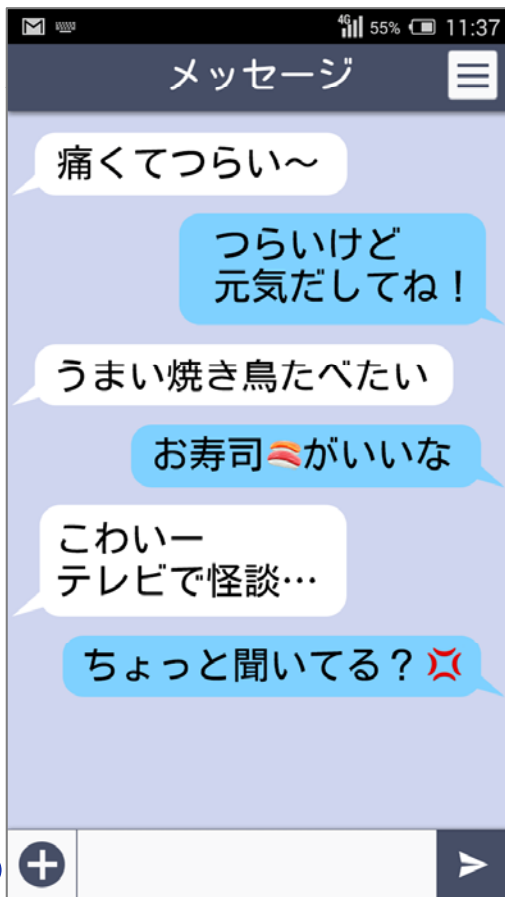
●After (replaced fonts)

I'm suffering from pain..
(Disgust)

Oh I'm sorry...
Cheer up!
(Love)

I wanna eat delicious Yakitori
(Japanese topics)

I feel like Sushi
(Japanese topics)

It's so scary~
Horror program on TV..
(Fear)

Hey, are you there?
(Anger)

Auto font replacement by contexts of the sentence

(1) The system judges the user's emotion instantly from the sentence.

学校のみんな、| → 学校のみんな、最高

(2) The system also judges the user's feelings from emoticons.

(Sad) やばい😓　　(Scared) やばい😱　　(Shocked) やばい😵　　(Happy) やばい😂

(Emoticon is effective for the font replacement in other language than Japanese.)

I Love 🍣! Yummy!!!　　Halloween Night 👻🎃💀

(3) Users can also choose other fonts.

可愛い❤ 可愛い❤ 可愛い❤
可愛い❤

デモユーザーさん

可愛い❤ 可愛い❤ 可愛い❤
可愛い❤ 可愛い❤ 可愛い❤
可愛い❤ 可愛い❤ 可愛い❤

(4) You can edit which words to activate auto replacement on the system.

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demonstration

Movie https://youtu.be/saHufPfYrME

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Joy
優勝めでたい！

Sad
泣ける映画

Gorgeous topic
イタリアン食べたい

trembling
めっちゃ寒い

Calm
子猫かわいいね

Disgust
しんどい夏バテ

Japanese topic
柔道日本がんばれ！

Japanese topic
歌舞伎に来た

Love
わんこ大好き

sentence using Netslang
新作キター

Surprise
衝撃！噂の真相

Neutral
ニュースの時間

DNP *It is available to edit which word to be replaced to which font.

Love
I love it.

Disgust
I hate it.

Gorgeous topic
Glittering jewel

Fear
Horror movie

Japanese topic
JAPAN

Japanese topic
Sushi, Tempura

Surprise
Surprised!

sentence using Netslang
Internet slang :)

Neutral
Information

Advanced function (under development) : Chatbot connected service

User: Cheer me up

Chatbot: We all need you, XXX(user name)!

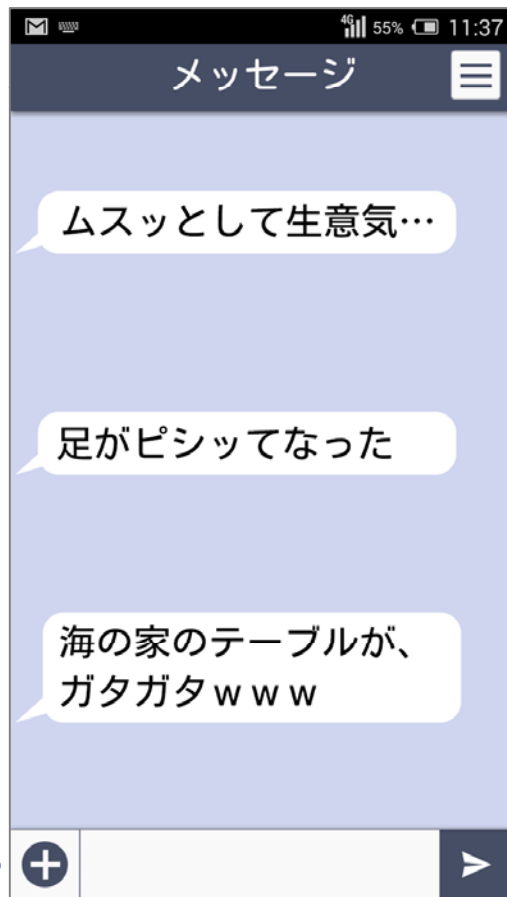SHUHO SATO's "Give My Regards to Black Jack"

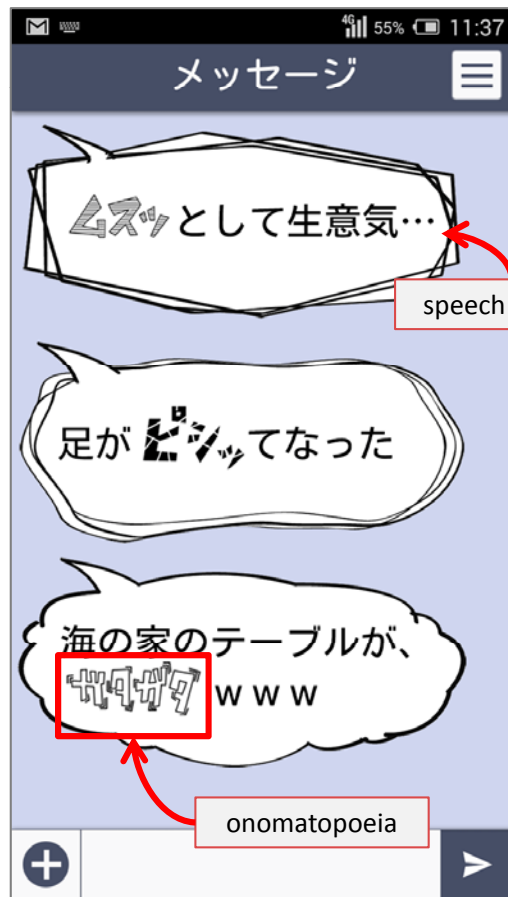- **Chatbot generates a reply by mixing the most appropriate font, illustration and user name.**

- Manga-like expression
- The system gives "humanity" to chat bots

● Before (basic font)   ● After (Manga style)

Manga manuscript

Text (dialogue)

Manga images

E-book(Manga) creation program

Auto Font Alternating System

Text +css +web fonts

E-book
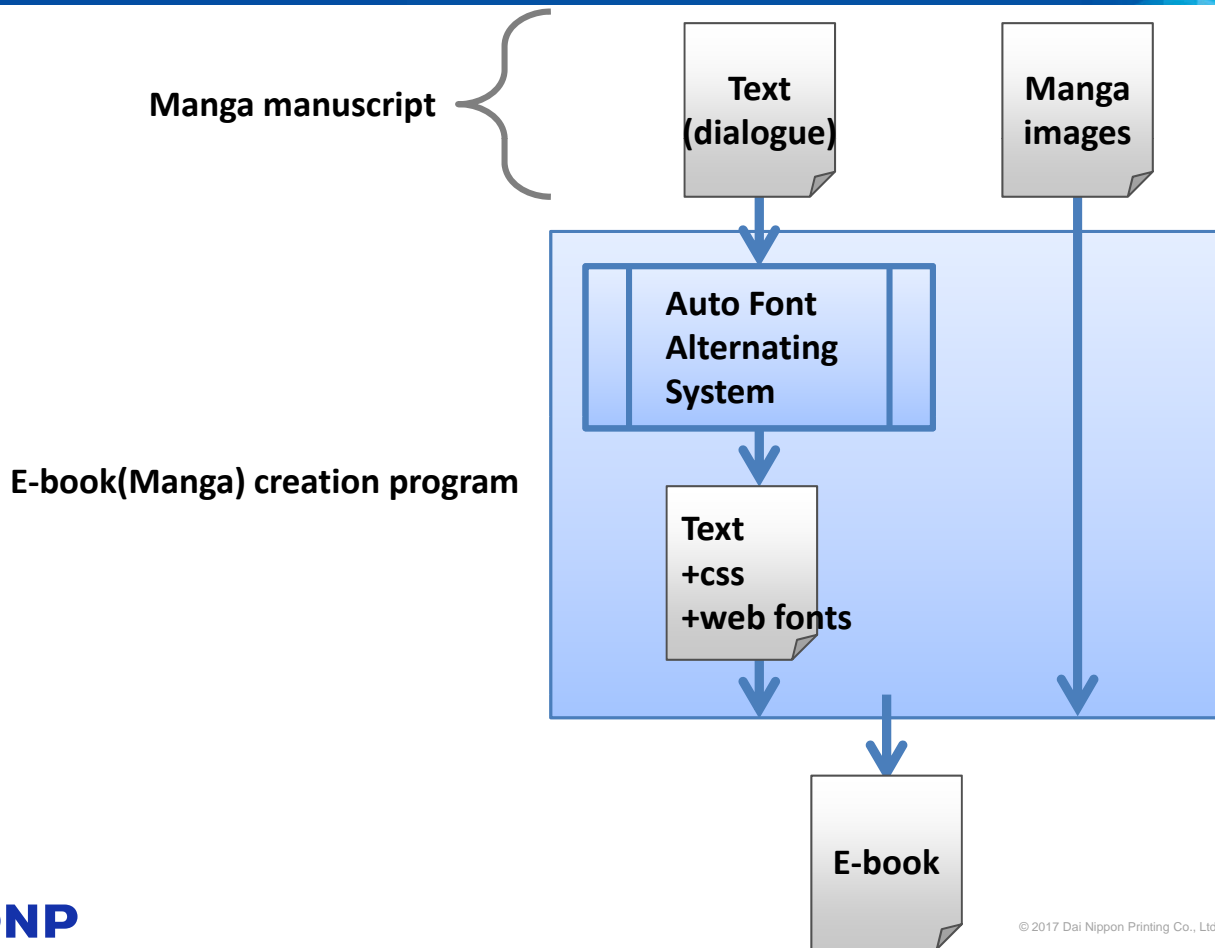
Before and After

●Before (basic font)

●After (replaced fonts)

regret

SHUHO SATO's "Give My Regards to Black Jack"

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Before and After

● Before (basic font)

● After (replaced fonts)

Surprise

SHUHO SATO's "Give My Regards to Black Jack"

Before and After

● Before (basic font)

● After (replaced fonts)

Anger

SHUHO SATO's "Give My Regards to Black Jack"

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Thank You.

Contact

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