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
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.
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.

*Category examples: relieved, calm, fun, joy, love, sad, disgust, fear, anger, surprise, etc.

“We make your texting experience much more fun and getting through!”
Before and After

● Before (basic font)

I wanna eat delicious Yakitori
Oh I'm sorry...
Cheer up!
(I Love)
I'm suffering from pain..
(Disgust)
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)

● After (replaced fonts)

痛みってつらい～
つらいけど元気だってね！
うまい焼き鳥たべたい
お寿司がいいな
こわい～
テレビで怪談…
ちょっと聞いてる？☆
痛みってつらい～
つらいけど元気だってね！
うまい焼き鳥たべたい
お寿司がいいな
こわい～
テレビで怪談…
ちょっと聞いてる？☆
Features:
Auto font replacement by contexts of the sentence

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

![Example of font replacement](image)

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

![Emoticons](image)

(3) Users can also choose other fonts.

![Font selection](image)

(4) You can edit which words to activate auto replacement on the system.
Movie https://youtu.be/saHufPfYrME
Font lists

Joy
優勝めてたい！

Sad
泣ける映画

Gorgeous topic
イタリアン食べたい

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
歌舞伎に来な

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

*It is available to edit which word to be replaced to which font.
Font lists (English sentence / under development)

*It is available to edit which word to be replaced to which font.
Chatbot generates a reply by mixing the most appropriate font, illustration and user name.

- Manga-like expression
- The system gives “humanity” to chat bots
Advanced function (under development) :
Replacing messages to Manga style.

- Before (basic font)
  - ムスッとして生意気…
  - 足がピシッてなった
  - 海の家のテーブルが、ガタガタ

- After (Manga style)
  - ムスッとして生意気…
  - 足がピシッてなった
  - 海の家のテーブルが、ガタガタ

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speech balloon
onomatopoeia
Advanced function (under development): E-book (Manga) creation program

Manga manuscript

Text (dialogue)

Manga images

Auto Font Alternating System

Text +css +web fonts

E-book

E-book (Manga) creation program

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Before and After

● Before (basic font)

● After (replaced fonts)

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

regret
Before and After

Before (basic font)

After (replaced fonts)

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

 Surprise
Before and After

- **Before (basic font)**

- **After (replaced fonts)**

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

Anger
Contact

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