

## Press Release

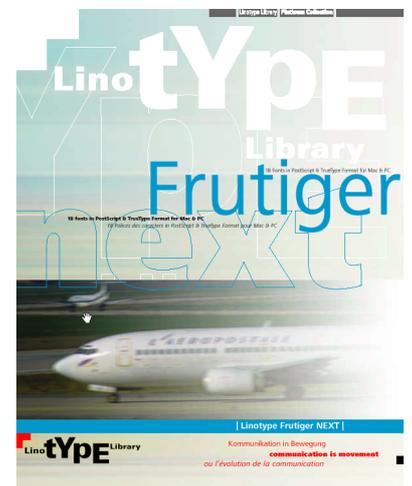
**New font edition of the Platinum Collection**

### The new Linotype Frutiger NEXT ensures better communication

Bad Homburg, 29.06.2001 Frutiger has been one of the most popular Linotype Library fonts for almost 25 years. Originally designed as a signing font for the Roissy Charles de Gaulle airport in Paris, Frutiger has been used in a whole range of applications where clear, easily legible text is required – particularly in small point sizes for body type. In 1997, after Linotype Univers was redesigned, Adrian Frutiger set about redesigning the Frutiger and the results are now available in extended form as the Linotype Frutiger NEXT.

“The fascinating feature of Frutiger has always been its legibility and concise character”, explains Otmar Hofer, Director of Font Marketing at Linotype Library. “The forms and proportions of the Frutiger have been based on old style types and create visual stimuli which make the font appealing and lively”. Pronounced ascenders and descenders enhance legibility, while uppercase letters and numerals give the appearance of being smaller and thereby enhance the flow of the line. This is the basis of the new Linotype Frutiger NEXT which harmonizes the different stroke thicknesses and letterspacing used hitherto in order to ensure that all weights can be combined with optimum results.

The Linotype Frutiger NEXT has three styles - Regular, Italic and Condensed, each with six stroke thicknesses. It no longer has a linear mathematical weighting, but is incremented using aesthetic criteria, since greater emphasis is given to the optical effect of the stroke thicknesses. The result is that the bold weights become more concise in appearance. The text no longer looks constructed, but appears to have been individually designed. A greater number of weights means that different applications are possible. No matter which stroke thickness is used for the basic type, there are always suitable forms of accentuation.



A new brochure informs about Linotype Frutiger NEXT. Please download images as JPEG-files: <http://journalist.linotypelibrary.com>

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## Broad spectrum of applications for the Linotype Frutiger NEXT

Communication both inside and outside the company today takes place within an increasingly diverse spectrum of applications such as office communication, printed matter, multimedia, the Internet and complex information systems. Linotype Frutiger NEXT is taking up this challenge by providing users with a complete font system consisting of a total of 18 weights that offer convincing results in both small and large point sizes and can be combined in a whole variety of ways. "Communication can be put on a systematic footing with the new Linotype Frutiger NEXT in order to ensure that increasing quantities of information can be communicated efficiently and appropriately to the needs of the target group", summarizes Otmar Hoefler. A claim already evidenced by a number of applications such as the Munich Culture Forum with the Alte Pinakothek collection of paintings which uses Linotype Frutiger NEXT for labeling purposes as well as for brochures, posters and displays.

The Linotype Frutiger NEXT joins the Linotype Syntax and Linotype Univers in the Linotype Platinum Collection. These fonts have been painstakingly digitized for professional typographers using new drafts of

System | **System** | Système

# Linotype Frutiger NEXT

Mehr Schnitte  
für mehr Flexibilität  
Mehr Schnitte für mehr Flexibilität  
*Plus de types pour plus de souplesse*

	Light	Regular	Medium	Bold	Heavy	Black
Regular	a	a	a	a	a	a
Italic	<i>a</i>	<i>a</i>	<i>a</i>	<i>a</i>	<i>a</i>	<i>a</i>
Condensed	a	a	a	a	a	a

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the original typeface designers. All the fonts in the Platinum Collection are continuing Linotype's long tradition of ensuring the very highest typographical quality. Linotype Library and its exclusive distributors are only supplying the fonts as a complete font family in the special Platinum Collection.

All weights of the Linotype Frutiger NEXT on the hybrid CD-ROM for Macintosh and PC/Windows are available in PostScript and True Type format. The price in Germany is EUR 630 plus shipping.

**Further information** is available at [www.linotypelibrary.com](http://www.linotypelibrary.com)

**E-mail inquiries:** [info@linotypelibrary.com](mailto:info@linotypelibrary.com).

**Or call or fax us:**

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**Linotype Library GmbH** – a member of the **Heidelberg Group** – supplies cutting-edge font technology and can boast one of the world's largest libraries of original fonts. Its portfolio currently includes more than **5200 PostScript and TrueType fonts for Mac and PC**. **Linotype FontExplorer**, a browser and navigation system, can be employed for optimum results. In Spring 2001 the typeface portal [www.linotypelibrary.com](http://www.linotypelibrary.com) was completely revised and FontExplorer was integrated into the website.

Transportation: the movement of goods and persons from place to place and the various means by which such movement is accomplished. The increasing need to transport large quantities of goods or numbers of people in comfort and safety over long distances at high speeds has been an index of civilization and technological progress. The history of the methods used by humans to transport themselves and their goods begins with the use of other animals and includes the development of wheeled vehicles, ships, and machine-powered vehicles. The wheeled vehicle was one of the great inventions of all time, making a significant contribution to the application of supplemental sources of power to the mobility of the individual.

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