

New phone fonts for Vodafone customers

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Mobile phone users desperate to give their handset a makeover can now download a selection of new typefaces on to their phone.

FlipFonts, which are available to Vodafone customers through the Vodafone Live service, are compatible with Nokia N73 and N95 phones.

There are 10 fonts to choose from, and prices start at £1.99.

"FlipFont has the potential to springboard fonts into the forefront of mobile personalisation," said John Seguin, executive vice president of Monotype Imaging, the company behind the service. "

As mobile phones become more of an indispensable part of our lives, it's natural for us to want to reflect our personality in these devices, and font choice provides an attractive avenue to do this."

The fonts are scalable, which means users can easily flip between typefaces, or access additional fonts.

It's the latest in a long line of mobile downloads and services that have been offered to phone users over the years to help network operators make up the shortfall from falling call revenues.

In the early days of mobile phones, owners could clip on different coloured covers to personalise their handset, and in recent years, ringtones and "wallpapers" have been a popular way for phone owners to make their device stand out from the crowd.

Revenue from these mobile data services is expected to exceed \$200 billion (£100 billion) this year, according to research firm Informa Telecoms & Media.

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The advertisement banner for FlipFont features a blue and white design. At the top left is a circular logo with the letters 'ff'. To its right, the text 'choose. click. flip.' is written in a curved path above the 'flipfont.' logo. Below this, a yellow banner reads 'Change your phone font!'. Underneath, a short paragraph states: 'FlipFont allows you to jazz up your phone with funky new fonts.' A central graphic shows two mobile phone screens. The left screen displays a list with '4 Messaging', '5 Your phone', and '6 Contacts'. A yellow arrow points from this screen to the right screen, which displays '4 Messaging with FlipFont' and '6 Contacts'. Below the screens, the text 'Check out our Font of the week' is followed by a link. A section titled 'Browse our font catalogue' lists ten fonts: Bauhaus, Benguiat Gothic, Crillee, Equinox, Handel, Musclehead, Nadianne, Stylus, Tetra, and Zemke. Each font name is accompanied by a 'More Info' link. At the bottom, a 'Font of the week' section features a red and blue graphic with the word 'Tetra' and the text 'Blocky fun! Tetra is the font of the week.' and a 'More Info' link.