



DIN

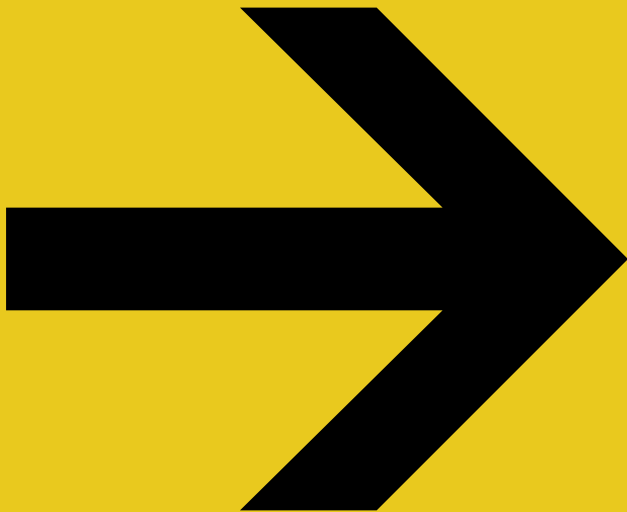
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Normung und Standardisierung sichern Deutschlands Stellung als eine der führenden Wirtschaftsnationen. Standardisierung unterstützen als strategisches Instrument den Erfolg von Wirtschaft und Gesellschaft. Standardisierung entlasten die staatliche

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Regelsetzung. Normung und Standardisierung sowie die Normungsorganisationen fördern die technologische Konvergenz. Normungsorganisationen bieten effiziente Prozesse und Instrumente an

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Standardization secures Germany's position as a leading industrial nation. Standardization as a strategic instrument supports a successful society and economic growth. Standardization and standards bodies

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Technological convergence. Standardization is an instrument for economic regulation. Standards bodies provide efficient procedures and instruments. Standardization in Germany

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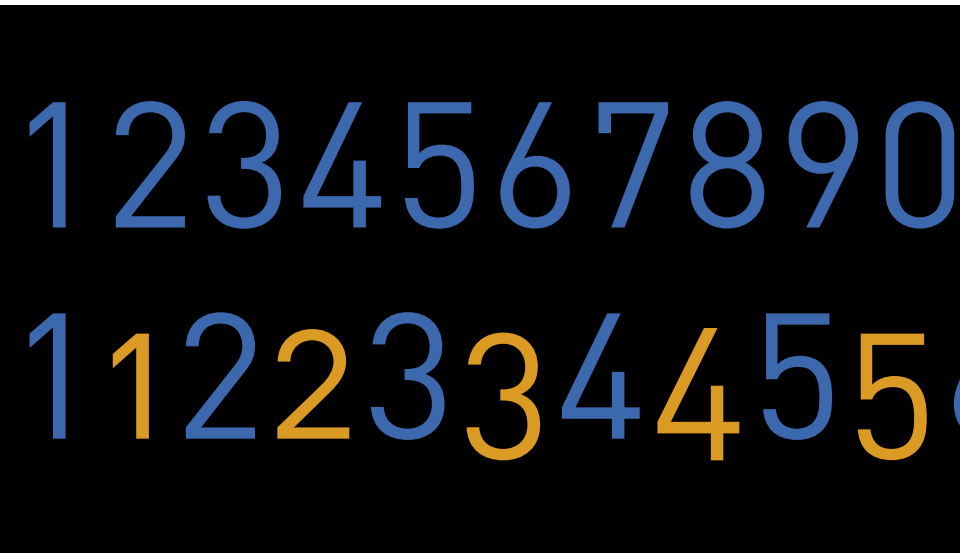
Helps business and society strengthen, develop, and expand regional and global markets

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The Deutsches Institut für Normung e. V. (German Institute for Standardization) was founded in 1917. Its headquarters is in Berlin. In 1936 the Institute settled upon DIN as the standard font for areas of technology, traffic, administration and business. A sans serif font was chosen because it was thought to be legible, straightforward, and easy to reproduce. DIN has since been seen all over Germany on signs for town names and traffic directions. Since 1975 the Institute has been recognized by the German government as the national standards body and represents German interests at the international and European level. You can visit the DIN (and see the font as well) at <http://www.din.de>, along with over 79,999 models for everyday standardized living.

This book is set in DIN, naturally. Much of the text is ©2005
Deutsches Institut für Normung e. V.

Kate Morgan, December 2005