



Japanese "Super Creator" Software Developers to Present New Business Plans at Event in Silicon Valley

Information Technology Promotion Agency, Japan (IPA), an incorporated administrative agency under Ministry of Economy, Trade and Industry (METI), supports a number of promising Japanese software engineers with an advising and grants program that is designed to encourage the development of innovative new software applications. Since its inception in 2000, IPA's Exploratory Software Project, known as the MITOH Project, has supported over 1000 software engineers. An elite few from this group have been conferred with the title of Super Creator.

Seven Super Creators will present their business plans for web services, network utilities and graphic tools at an event in Silicon Valley. The Super Creators were selected and led by Mr. Susumu Furukawa and Mr. William Saito, both world renowned individuals with experience doing business in the United States. From a similar event held in June 2007, several Super Creators formed partnerships and/or started businesses in the U.S. Welcoming these Super Creators to Silicon Valley will be a great opportunity to explore collaboration and partnership possibilities at the frontier of innovative global business.

The MITOH Project has yielded several high profile results, including the development of the Ruby programming language, which is used by the popular web application framework Ruby on Rails, as well as the development of computer graphics technology that attracted significant attention at SIGGRAPH. Super Creators have been approached by several leading IT companies for their skills and ideas.

This event will include presentations by all seven entrepreneurs who will introduce their respective technologies, products, and company strategies. This will be an excellent opportunity to meet and discuss business prospects directly with the Super Creators. Following the presentations, there will be a networking session with food and drinks.

Date, Time, and Location

Begins

Tuesday, March 11, 2008 at 4:00pm

Location

Morrison & Foerster LLP, Main conference room (Building B)
755 Page Mill Road, Palo Alto, California 94304-1018

Detailed Directions;

<http://www.mofo.com/about/offices/paloalto.html>

Registration

Please register for the event at <https://biz.knt.co.jp/ecs2/ipa/>

For any questions, please contact: espusa_info@ipa.go.jp

Information on Presenters:

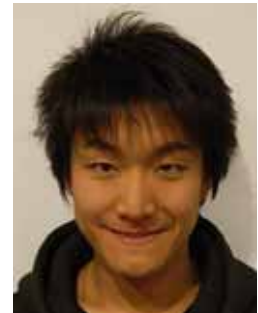
- ◆ **IIDev Corporation**, established in 2004, is the developer of AltPaper, an Automatic Data Entry System for Every Office. AltPaper is an easy-to-use system to recognize hand-written data on sheets of regular paper and reduces daily data entry work dramatically. This product consists of a plug-in of Microsoft Word or Excel as an authoring system and an image processing system. CEO, Mr. Takeaki Lucas KAMADA, a graduate of the University of Tokyo, is the recipient of Special Prize (The 3rd Campus Venture Grand Prix), 2007, Nikkan Kogyo Shimbun (The Business & Technology Daily News in Japan) Ltd.



- ◆ **Curio Inc.**, established in 2007, is the developer of Swimmie, a social bookmark recommendation service add-on for Firefox browser. Other social bookmark services need to access the web site sign up and login. There are too many steps to use it, but using Swimmie to only start-up Firefox. Swimmie is no stress to use it, has same user interface such as Firefox, and provides the sidebar for bookmark addicts. Co-founder and CEO, Mr. Keita Kobayashi graduates from Keio University, and co-founder and CTO, Mr. Shohei Ohsawa is a student of Fukushima College Technology, and the recipient of The Super Creator certification by METI(IPA), 2006.



- ◆ **Naked Technology, Inc.**, established in 2006, is the developer of *Naked Browser*, a mobile web service platform for mobile phones. *Naked Browser* is applicable to SDS (Social Department Service) which is a total E-Commerce service. Commerce service providers build their own *shops* and sell their items. Users create their own *department store* and place these *shops* and share them with their friends. XUI (eXtensible User Interface) architecture allows the designer to extend the user interface with mobile specific attributes. By just importing XUIs tags into an HTML document, the user interface changes dynamically. All personal data is managed by a proxy server set between the application and the web; users can securely protect their personal data while service providers can access them without violating this protection. RUSS (Real time User Satisfying System) is a comprehensive recommendation system. RUSS tracks and symbolizes the users actions in **real-time**, detects the users psychological state and selects items that are most suitable for the user at that state. Director, Mr. Taketo Sano is a student of the University of Tokyo.



- ◆ **LoiLo Inc.**, established in 2007, is the developer of LoiLoScope, non rendering movie software aiming at "Transforming every imaginative person into a creator!" LoiLo Inc. has developed a high-speed movie processing engine called "ecouengine". With this engine any movie can be handled with no need to stop or wait. Also, with the revolutionary interface scoping UI, movie editing has become amazingly easy. As soon as users start using it, users can produce movies with an intuitive usability and share it with everybody. It is a new type of non-rendering movie software. COO, Mr. Ryutaro Sugiyama, a graduate of NIHON University, is the recipient of the following awards; 2007, Microsoft Fellowship ; 2007, the Best Commercial Business Award by Microsoft Innovation Award; 2007, the u-kanagawa Business Award by Kanagawa prefecture; 2006, The Super Creator certification by METI (IPA)



- ◆ **Mr. Masato Saito**, who is a Ph.D. candidate in Media and Governance at Keio University, is the developer of Ubiquitous Network Browser (UNB) that is a stand-alone traffic visualization software for end hosts. UNB exploits an entertainment-oriented 3D visualization of application flows and various application-related information are integrated into UNB's traffic visualization. Its visualization model is based on the end-to-end communication principle. UNB is possibly used as a front-end viewer of personal firewalls, anti virus software, or network security software, and is also applicable to general flow visualization solutions (automated plants, transportation system, or large- scale router management). He is the recipient of a number of awards including the followings; 2005: Best Poster Presentation and Demonstration Award (Japan Society for Software Science and Technology); 2003: Best Paper Award (Information Processing Society of Japan).



- ◆ **Wisdom Web Corporation**, established in 2004, is the developer of Mobile Glimpse and Wisdom Ad Balloon. Mobile Glimpse is an ideal technology of making Flash Lite contents from web pages. It can be used to cut costs of creating Flash content. Using Mobile Glimpse, users can easily build a Flash based web site for mobile phones by using HTML and standard web authoring tools. Wisdom Ad Balloon is a push-delivery system on web that enables us to asynchronously send web contents to channels which is a part of web pages defined by users using HTML tags. CTO, Dr. Tadachika Ozono is an associate professor, Graduate School of Engineering, Nagoya Institute of Technology. CEO, Dr. Toramatsu Shintani is a professor, Department of Intelligence and Computer Science, Nagoya Institute of Technology and the recipient of 2004, The Super Creator certification by METI (IPA).



- ◆ **Mashmatix, Inc.**, founded in U.S. in Dec. 2007, then in Japan in Jan. 2008, is a company which brings enhanced information usability for the ordinary people. Mr. Shinichi Tomita, a graduate of the University of Tokyo, is the developer of Afrous, a JavaScript-based smashups engine which entirely runs on the web browser. No software installation or hosting server is required. You can quickly get started, create any mash-ups, run and share them. Plenty of web services are now available and *mashable* under this JavaScript engine. In Afrous Editor, mash up can be achieved by dragging one web services output data, dropping it onto another web services' input, thereby resulting in some complex mash up output. Afrous Dashboard is a user interface layer of Afrous which coordinates the users' input events, pulls the information from Afrous process, and displays it as the users like.



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