



NEWS RELEASE

August 20, 2007
GignoSystem Japan, Inc.
President & CEO: Keiko Iida
(Stock code: 4300, OSE Hercules)

GignoSystem Japan
On TOKYO FM's digital radio, 3-segment broadcast
at "Shopping Tower" aired jointly with TOKYO FM
Launching downloadable free video
shopping catalog for presenting products!

GignoSystem Japan, Inc. (headquartered in Chiyoda-ku, Tokyo, President & CEO Keiko Iida) **launches a free downloadable shopping catalog for showing products with videos on Monday, August 20, 2007** at the shopping program "Shopping Tower" aired jointly with TOKYO FM using the "3-segment broadcast" (digital radio) operated in Tokyo by TOKYO FM and supported in Osaka by fm osaka, a JFN affiliate, in "development test broadcasting" (*1, *2) conducted by Digital Radio Promotion Association (DRP).

This service is to provide the downloadable electronic catalog (in the SMIL format), which presents the more detailed information on the features and use of the product as well as the existing production information given through voice and still images, from the broadcast wave.

This is a new approach in shopping CM plan utilizing the distinctive strength of the 3-segment broadcast which combines broadcasting and communications.

The free downloadable electronic catalog in the SMIL format, which allows the operator to grant communication links and set and/or limit the number of views, is distributed, and the users can be seamlessly guided from the electronic catalog to the shopping site. Thus, the video electronic catalog remains an effective CM medium itself even after it is downloaded. This is a new and innovative advertising approach.

GignoSystem Japan is working on cross-media based solutions for the digital age utilizing data broadcast such as the digital radio and 1-segment broadcast and is developing new services.

<How to make a purchase>

1. Download the electronic catalog when you find a product you like in the program.
(If you want to make a purchase right away, click directly the “purchase” banner and proceed to the shopping site via communication.)
2. View the downloaded catalog whenever you like and review the detailed product information in order to make a purchase or not.
3. To make a purchase, click the “purchase” banner displayed in the catalog and move on to the shopping site via communication.



<Features of this shopping CM plan>

1. The electronic catalog offers videos to complement the voice and still images provided in the broadcast in order to show the features and uses of actual products just as TV shopping programs do. The navigator explains appeal points clearly by actually using the products. (about 30-second video content)
2. The electronic catalog constantly displays the banner to guide buyers to the shopping site.
3. As the electronic catalog is downloaded from the broadcast wave, no packet communication fee is charged.
4. Since the catalog is in the SMIL format, it allows a viewer to move seamlessly from the display screen to the shopping site via communication to make a purchase while he/she is viewing the electronic catalog downloaded into his/her PC or after he/she has viewed it.
5. The catalog is good for a limited offer and a limited-time bargain sale since it lets an advertiser freely set the number of views and a view-by date.
6. The large-volume electronic catalog takes a while to download in the case of the

1-segment broadcast but can be downloaded within 20 seconds while listening to a voice CM with the 3-segment broadcast.

* The download time varies depending on the broadcast wave condition.

<Outline of Broadcast>

- Broadcasting channel : 702ch "MAGIC" of "3-segment broadcast" service (digital radio)
- Program title : Shopping Tower
- Broadcasting time : Mon – Fri 9:58/11:58/13:58/15:58/16:58
Sat 10:58/20:58
Sun 10:58/21:58

***1) What is the development test broadcasting of 3-segment broadcast (digital radio)?**

October 2003, DRP started the development test broadcast in Tokyo and Osaka. It is a sound broadcast system capable of sending large-volume data using the airwave's broadcasting capability as well as providing CD-quality sound. The radio wave output in Tokyo was enhanced from 800 watts to 2.4 kilowatts because of the results of the reception improvement research for weak electric field areas and other studies.

A development test broadcast is done at a broadcast station set up as a trial and is capable of providing commercial services like inserting commercials as a step toward the practical use of the service. Among the development test broadcasters, only TOKYO FM is conducting the multimedia broadcast "3-segment broadcast" using a wave length three times wider than that of "1-segment broadcast" and operates three channels, 701ch "ENERGY," 702ch "MAGIC" and 703ch "NEWS CHANNEL."

***2) Receiving terminals for 3-segment broadcast**

Mobile phones equipped with receiving terminals are au's W44S, W51T and W52T and AQUOS W51SH, W54T and W52H. USB type receivers for PCs are provided by Pixela and SKnet. Also, fixed-line phones, PCs and car navigation systems equipped with receivers are scheduled to go on sale one after another.

***3) What is 702ch "MAGIC"?**

One of the three "3-segment broadcast" channels provided by TOKYO FM.

Building on the concept of "FOR WOMAN & CHILDREN – for daily life of city dwellers –," 702ch "MAGIC" offers, along with "quality music for adults," topics and information items such as environment, diet, housing, disasters, health and raising children useful for those who aim for urban life where women and children can live without fear.

TOKYO FM 3-segment multimedia broadcast official site

<http://www.tfm.co.jp/dradio/pc/>

(About TOKYO FM)

The core business of TOKYO FM is its FM radio station (TOKYO FM 80.0MHZ). TOKYO FM has also developed a wide range of other businesses including broadcasting business for satellite broadcasts and digital radio, IT business for the internet and mobile sites, and has developed an event planning and production business.

(About GignoSystem Japan)

GignoSystem was founded in 1996 as a company engaged in the development of internet-based systems. The Company now offers a range of paid information services for use with NTT DoCoMo, KDDI and Vodafone mobile phones. The Company has also extended activities overseas, offering paid services for mobile phones used in 12 countries and 9 languages. Apart from paid information services, GignoSystem is also actively engaged in other businesses areas such as e-commerce. In October 2004, GignoSystem formed a capital alliance with TOKYO FM, a key broadcaster on the FM network with 38 stations across the country, and aims to create new business out of the fusion of broadcasting and communications.

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