



FreeVerse Partners



Introducing Mobile Movie Showdo





About Free Verse Partners(1)

Company Name:	Free Verse Partners Ltd. (www.freeverse.jp)
Established:	April 2003
CEO:	Kazuoki Saito
Number of Employee:	10 (April 2005)
Company Location:	2F Azabu KS Bld. 2-15-3 Higashi Azabu Minato-ku Tokyo, Japan
Capital:	20M JPY
Major Clients:	IT Venture companies Major consulting companies Major SI companies etc.
Advisory Committee:	Fumitoshi Fujiwara CEO of AC Capital Ltd. Yasuyuki Fujine CEO of TIW Ltd.
Related Companies:	FreeVerse Consulting Ltd. IDES Ltd. (System Consulting)



About Free Verse Partners(2)

We provide extensive support ranging from launching new business to corporate revitalization.

- business strategy, financing, capital policy, business implementing
- consulting service among the process of business recovery
- support for oversea business to launch in Asia
- support for domestic business to launch oversea





Key areas for business entry

Business Environment

- **Market size**
- **Business structure**
- **Alliance partners, Competitors, etc**

System Environment

- **Specification of one's own**
- **The level of market maturity, etc.**

User Preference

- **Take up local needs**
- **User maturity, etc.**

Entry process

- **Individual entry**
- **Alliance**
- **JV, etc.**



**We provide the best entry
service for our clients**



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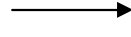
streaming video for mobile phones





<late 90's>

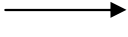
- NTTdocomo M-stage visual(Native Packet Video)



PHS 64Kbps

<2001>

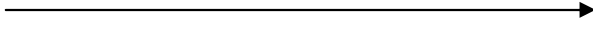
- Vodafone movie picture mail(Native office noa)



2.5G 14.4Kbps

<2002~>

- NTTdocomo imotion(Native MPEG4)
- KDDI EZ Movie (Native MPEG4)
- Vodafone Vodafone live! (Native MPEG4)



<recent>

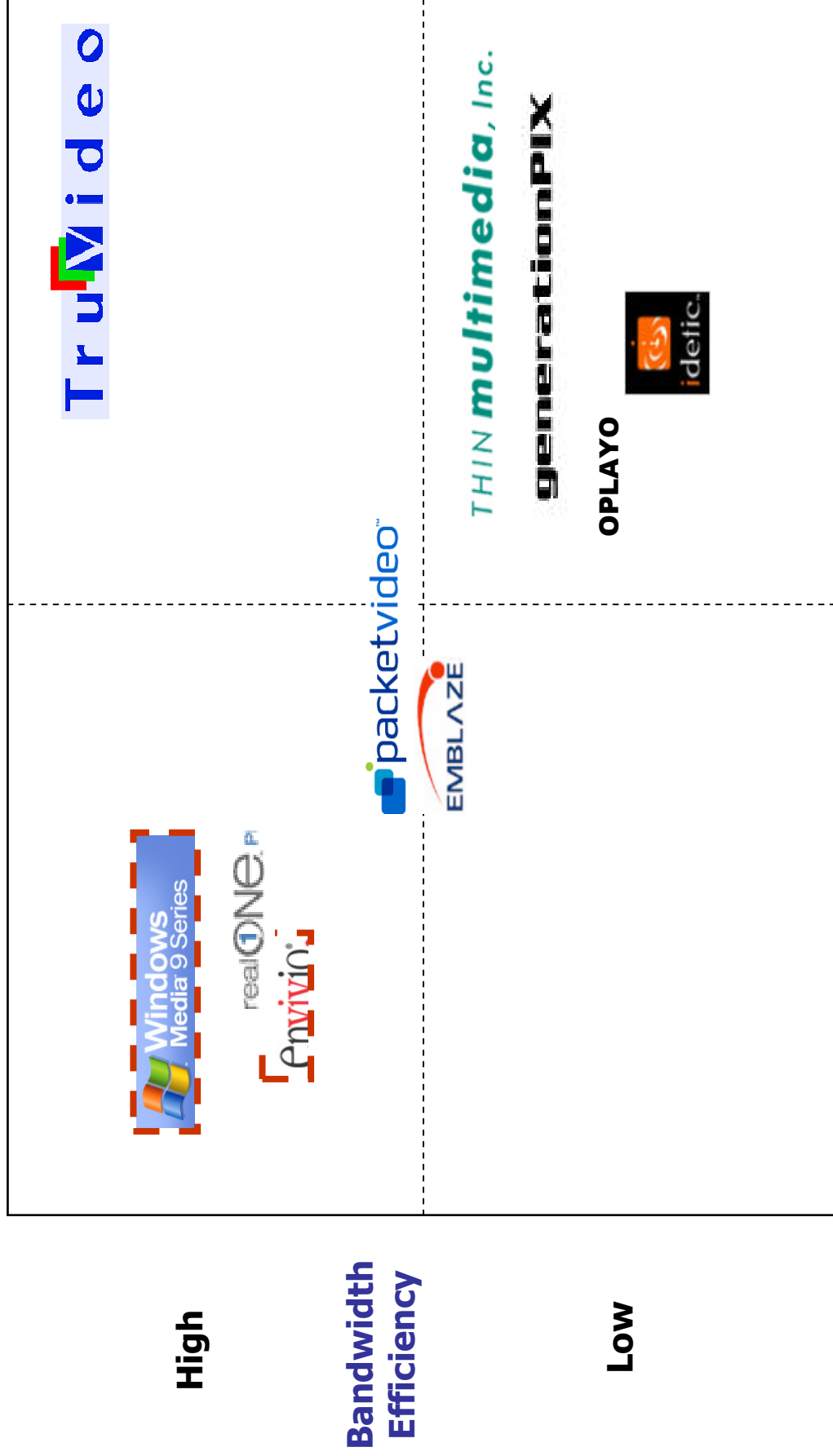
- Dowango pakeraji (Java)
- Para.TV (Java)
- Jig Channel (Java Jpeg Movie)

3G 64Kbps以上



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mobile video streaming technology





□ TV telephone

□ Live

- News
- Live event
- Security

□ On demand contents streaming

- NEWS
- Movie information
- Idol, gravure



Tasks among business

<Technology>

Unclear images, too vague!

<Contents>

No major contents!

<Producing contents>

Difficult to produce attractive contents with low cost

<Digital rights>

Cannot stream old contents due to the copy rights and image rights problem

<Closed platform>

Cannot cooperate with PC, PDA and mobiles



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Mobile Movie Showdo



- ✓ **Streaming and built-in play is possible**
⇒ It can be streamed without being limited by the data capacity.
- ✓ **Great for game image appeal and RPG style**
⇒ input image movies (for opening & ending).
- ✓ **It can be used also for e-commerce related appli**
⇒ Show product details by movie.
- ✓ **For limited time movie promotions and simple DRM**
⇒ Limited time promotion video is possible through streaming play.
- ✓ **Flexible screen size (movie - s to full)**
⇒ Variable movie size and position

Great appeal to end users in all aspects!

Vanten

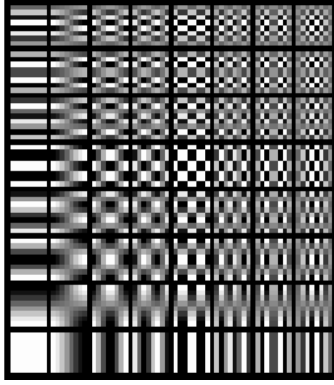




Technical feature



Property

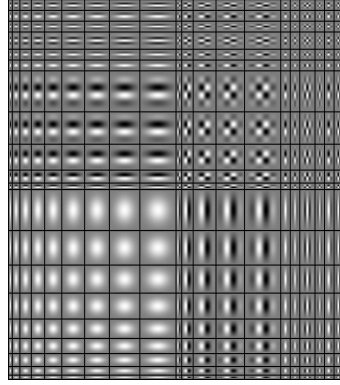


- Blocky Basis functions
- Restricted to 8x8 grid
- 64 basis functions
- Rate control problematic

Issue

- High processing power
- Issues at low bit rate
- Wastes network bandwidth
- Difficult to do live streaming over wireless networks

Property



- Large dictionary
- Flexible position
- >50,000 basis functions
- Fewer functions required

Benefit

- Minimal processing power
- Optimized for low bit rates
- High bandwidth efficiency
- Live streaming adapts to network conditions





Merits of installing SHOWDO



① Until now

BREW Appli (mainly games)

(Separate file)

**Moving image (image movie)
Flash images**



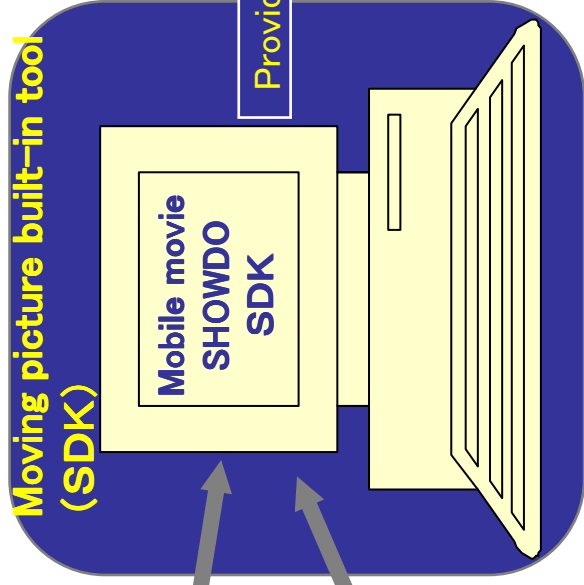
Could only stream to each users separately
(separate accounting, separate format)



② Since installing this tool

BREW Appli (mainly games)

**Moving image (image movie)
Flash images**



showing moving pictures among appli
is now possible!

Can be installed in
various appli such as
game, commerce,
monitoring appli



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Product line up



◆ TruVideo for BREW SDK※ (from 300,000~ per each)

⇒ Product name **Mobile Movie「SHOWDO」SDK**

BREW Appli Key license (from 50,000/month per appli)

⇒ Product name **Mobile Movie「SHOWDO」**

◆ Technical Support (from 50,000~/month per company)

⇒ **Opening website specially for support**

◆ **※SDK (Software Development Kit)**

Generic name used for documents, sample data, sample program, library, header and development tool designed for software developers.

