

## transcosmos launches Second Life participation support services

Total solutions leveraging transcosmos's all-round capabilities

**Tokyo, May 24, 2007**—Japan's leading outsourced services provider, transcosmos inc., the Marketing Chain Management company, today announced the launch of new services to support participation in the increasingly popular virtual world of Second Life®. The new services are positioned as part of transcosmos's cross-media strategy.

Second Life is a 3D virtual world operated by U.S.-based Linden Lab. As of May 15, 2007, the metaverse (see explanation below) is "populated" by over 6.2 million "residents" (registered members)—a number that promises to continuing growing at an almost explosive pace. Anticipating the emergence of other metaverses on Second Life's heels, transcosmos decided the time was right to make its first venture in this field by developing services for businesses participating in Second Life.

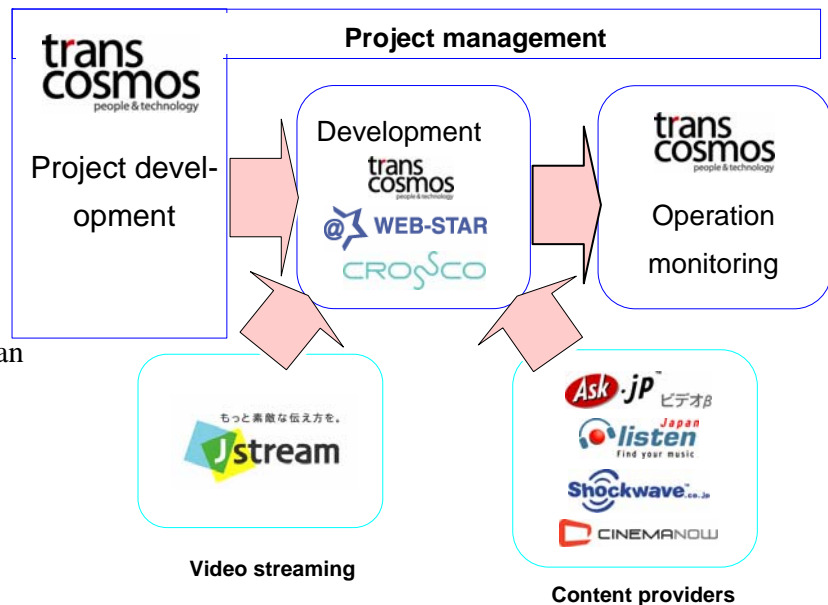
Leveraging its Web integration, promotion, research, and other marketing capabilities as well as its extensive know-how in providing help-desk services, transcosmos will now offer all-round support to businesses looking to set up shop in Second Life. J-Stream Inc., a transcosmos group company that already streams video for Second Life, and other group companies will also be contributing their respective strengths to the new support services.

### Development and production

Web-Star Japan Co., Ltd.  
Crossco Co., Ltd.

Video streaming  
J-Stream Inc.

Content  
Ask.jp Co., Ltd.  
Listen Japan, Inc.  
Shockwave Entertainment Japan  
CinemaNow Japan



A cross-media strategy leveraging the combined capabilities of group companies to link the metaverse with the Web, the Web with the real world, and the real world with the metaverse, transcosmos will be able to offer totally new dimensions of advertising and promotion. Providing these services as a total solution, transcosmos aims to generate ¥100 million in sales during the current fiscal year.

## Metaverse explained

Taken from Neal Stephenson's 1992 sci-fi novel *Snow Crash*, "metaverse" refers to 3D virtual spaces. Unlike earlier virtual realities, modern metaverse implementations are based on open source rules, enabling users to create and modify objects themselves. Metaverse is one of the hottest keywords to have appeared this year, and metaverses are now grabbing the limelight for their potential as a new advertising medium.

## About Linden Lab's Second Life

Second Life is an Internet-based 3D virtual world developed and operated by U.S.-based Linden Research, Inc. (Linden Lab) and populated by "residents" in 100 countries worldwide. Inside this virtual world, people can create their own houses, vehicles, night clubs, shops, landscapes, clothes, games, and so forth, and experience a new kind of shared 3D environment made possible by the cutting edge Second Life Grid development platform. Linden Lab was established in 1999 by Philip Rosedale, formerly CTO at RealNetworks, where he oversaw the development of RealVideo and streaming technology that has become today's standard. In April 2003, Mitch Kapor, a famed software developer and the founder of Lotus Development Corporation, joined Linden Lab as its chairman. In 2006, *Wired* gave Philip Rosedale and Linden Lab its Rave Award for Innovation in Business. Located in San Francisco, Linden Lab boasts an outstanding team with rich experience in physics, 3D graphics, and networking. To learn more, visit <http://secondlife.com/>.

## About transcosmos

Shibuya-ku, Tokyo-based transcosmos inc. has been pioneering Japan's outsourced information services field since 1966. Led by President and COO Masataka Okuda and traded on the First Section of the Tokyo Stock Exchange (symbol: 9715), it had 10,356 full-time employees and annual sales of ¥141.5 billion (consolidated) in the year to March 2007.

Since its founding, transcosmos has continually striven to enhance client-corporations' competitiveness through innovations combining the strengths of human resources and technology to offer outsourced services with higher value-added. Foreseeing how the quickening spread of broadband Internet and VoIP is going to facilitate more-direct communication of mutually valuable information between companies and consumers—and the implications this has for corporate marketing—in June 2002 transcosmos moved to transform itself into The Marketing Chain Management Company. With a new communications channel now taking shape through the integration of telephone, the Web, email, and even live video using Internet protocols, transcosmos realizes that Internet expertise will be indispensable in the running of contact and call centers. Continuing in its tradition of developing more advanced outsourcing services while adapting the latest Internet technologies, transcosmos is committed to continue maximizing these, its unique strengths, to help clients speed up business processes, expand sales, cut costs, and enhance customer satisfaction. To find out how transcosmos can help your company with its cutting-edge interactive solutions, you are invited to visit its Web site at <http://www.trans-cosmos.co.jp>.

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