

Recreating a real life Tokyo through 3-D virtual community that could be enjoyed by all, transcosmos, From Software, and Sankei Shimbun collaborate in creating Co-Core Inc.

Tokyo, June 5, 2007—With the partnering of the three companies, transcosmos Inc. (HQ: Shibuya, Tokyo, Japan, Masataka Okuda, President & COO, hereafter transcosmos), From Software Inc (HQ: Shibuya, Tokyo, Japan, President Naokatsu Shin, hereafter From Software), and Sankei Shimbun Co.,Ltd (HQ: Chiyoda-ku, Tokyo, CEO: Yoshinori Sumida, hereafter Sankei Shimbun). Co-Core was established to offer an Internet based 3D virtual community (metaverse*1). Using the real life Tokyo as a model, Co-Core is recreating the city in a simulation bringing to you “Meet-Me (αversion)”, a program that can be enjoyed by all PC users, including women and children set for release in 2007.

*1 The word “metaverse” is derived from the 1992 novel Snow Crash written by Neal Stevenson depicting an imaginary dimension. The features that the metaverse offers are boundless depending upon the imagination of the creator. This provides a new platform and a business field for advertisement and marketing.

■ **The three features that Co-Core’s metaverse offers**

1. Using maps found in GPS car navigation systems to recreate a digitalized Tokyo.
In recreating a real life Tokyo, the system being utilized incorporates the digital mapping data used in GPS car navigation systems. The metaverse accurately depicts key landmarks that define the city. Further, the metaverse synchronizes with real life in depicting the seasons, weather, and land value, to give a real life feeling for the users. Our goal is to have the real world overlap the experiences of the users in the “Meet-Me” application.
2. Offers “common sense” without taking away from the depiction of the real world.
We aim to create an atmosphere free of derogatory and adult content so that a wide range of users can enjoy the system, including women and children.
3. The system offers a comprehensive and user-friendly design for a pleasurable experience.
The user-friendly design enables, even beginners to the metaverse, and the full experience of the virtual world. The “Meet-Me” application at the users’ fingertips, it offers a pleasant and comforting feeling. Further, with the simple operation of the programming tools installed, it supports users of every level.

meet-me Image 1



meet-me Image 2



meet-me Image 3



Company Logo



■ Benefits of the 3-company cooperation

- transcosmos inc., Senior Managing Director, Masakatsu Moriyama
“Using the experiences and the resources that transcosmos has in the Internet business; I will be directing the system development, customer service and marketing aspect of the metaverse project”
- From Software inc., Managing Director, Naokatsu Shin
“Using the experiences and technologies that we have cultivated in creating consumer games over the year, I will be heading the creation of game scenarios and program development. I would like to utilize the 3DCG technology and highly entertaining scenario creation so that all users may enjoy the metaverse.”
- Sankei Shimbun Co.,Ltd., Director, Masami Abe
“Using the influences and the experiences of the mass media, I will be heading the advertising of the metaverse and also the media projects within the metaverse.”

In 2007, the three companies joined forces and their resources by setting a new industry standard, hoping to capture one million users by the end of 2008.

■ Future Plans of the operation

Within the year 2007, we aim to provide our services with the Windows Vista operating system and to synchronize the service on a mobile platform. In the near future, we aim to expand outside of the Tokyo area by highlighting other metropolitan areas into the metaverse. As of current, the system platform is in Japanese, though we aim to increase foreign users to bring in tourism, developing the menus in English,

Chinese, and Korean. On the business side, we aim to have a colorful depiction in the metaverse by bringing in advertisements from various outlets, beginning with key landmark developers, content holders, media outlets, and IT services. As a first step, we have partnered with the animation productions, Pierrot and Production IG. With the new partnership that we have created with these companies, we aim to have licensed characters appear within our metaverse to supplement the production.

* PIERROTT Co.,Ltd (<http://pierrott.jp/>) is the creator of such animation production as: “Heisei Tensai Bakabon”, “NARUTO”, “Hikaru no Go”, “GTO”. Further, Studio Pierrott manages animation production, comic books released within Japan, licensing for character illustration and products.

* Production I.G., inc (<http://www.production-ig.co.jp/>) is the creator of “Ghost in the Shell” the first Japanese animation to gain the number 1 position on Billboard having worldwide critical acclaim for their animation production. Production IG provides us with the highest quality content, animation, and music aimed for a worldwide audience.

■ Co-Core inc. Information

Address:	3-25-18 Shibuya, Shibuya-ku Tokyo
Managing Director:	Masakatsu Moriyama
Established:	March 12, 2007
Capitalization:	100,000,000 yen
URL:	http://www.co-core.com
Business Overview:	Operation of the 3D virtual community (metaverse) Creation, development, distribution, and administration of Internet based online gaming Creation, development, and distribution of consumer games Creation, development distribution, and administration of mobile contents Creation, development, and distribution of character goods Internet based sales and management Internet based resource gathering and distribution Internet based advertisement All operations related to aforementioned topics

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