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**GIGA Networks Under Faith Group starts for pay Distribution Service  
Of Serial Dramas to Mobile Phones and PCs**

- “NFRM” Authentication Technology Utilizing NTT Docomo’s mobile phone “Osaifu Keitai” -



©2007 “Senjo-no Girls' Life(Girls on the battle field)” production



©2007 “Uranai-shi Tenjin (Fortune teller, Tenjin)” production

Tokyo - 20 August, 2007 --- GIGA Networks, Inc. (Head Office: Shibuya-ku, Tokyo, President: Keizo Odori, a subsidiary of Faith <TSE:4295>), hereinafter referred to as GIGA Networks) which specializes content distribution service for mobile phones has expanded its contents lineup. It has already established providing for pay video clips to mobiles and PCs and settling the payment via mobiles, by utilizing a new authentication technology developed by Faith, Inc. (hereinafter referred to as Faith) and named Near Field Rights Management® (NFRM.) The new service enables to provide newly prepared long video clips (up to 60 minutes) which is utilizing 10MBi motion and NTT Docomo’s mobile phone, FOMA, 904 series. Serial dramas “Senjo-no Girls’ Life (Girls on the battle field)” and “Uranai-shi Tenjin (Fortune teller, Tenjin)” provided by Desperado, Inc. (hereinafter referred to as Desperado) have been started the distribution today.

Giga Networks which has about three millions paid members started the mobile content distribution service based on NFRM on 25th June this year on i-mode official site, “Chakushin-Melody (ringtone) GIGA,” and “Yoshimoto Show-Room (comedy).” As the NFRM contents are designed for viewing on mobiles and PCs, people can enjoy the contents not only on mobiles but also PCs. People who have NTT Docomo’s Osaifu Keitai (A mobile phone mounted Felica port) can enjoy viewing the contents just putting the mobile phone to a Felica port mounted on a PC connected to broad band. \*1

The contents newly prepared are “Senjo-no Girls' Life (drama,)” episode 1-5 (24min each, Totally 20 episodes, episodes 6 -20 will be delivered during August) and “Uranai-shi Tenjin episode 1-5 (24min each, Totally 20 episodes: episode 6-10 will be delivered during August). “Senjo-no Girls’ Life is the drama which depicted the lives of four girls living together get out of order because their fashions and characters are totally different. “Uranai-shi Tenjin is an offbeat comedy played by Jin Katagiri of “Ramens.”

(“Senjo-no Girls’ Life” episode 1-3 and “Uranai-shi Tenjin” episode 1-3 are now distributed for free.)

Additionally, the talk shows by Yoshimoto comedians “Yoshimoto Haneteru Talk Shu” (20-30min) , the documentaries on “National Geographic Channel” (50min) and “Turban Noguchi” are now on distribution.

GIGA Networks plan to add more contents gradually, and in the near future, to make it possible to distribute over 2 hours-long contents such as movies utilizing NFRM service for mobiles and PCs. We aim to increase customer satisfaction in provision of various ways of entertainment by enhancing the content distribution services available on PCs, not only mobiles.

\*1 It requires to fulfill the entire operating environment listed below to make GIGA Networks’ new service work. Still, it may not work properly depending on the condition of the server and other reasons.

### <Summary of the Service>

- Launch date: 20 August, 2007
- Distribution Service: i-mode official site, “Chakushin-Melody GIGA,” and “Yoshimoto Show-Room”
- Access:

-Mobile phone <i-mode>

iMenu →Menu List→ ringtone/Karaoke

→J-Pop “Chakushin-Melody GIGA” ¥100/¥200/NFRM Corner in GIGA Rainbow

iMenu →Menu List→ ringtone/Karaoke → Voice/tone/musical instrument→NFRM Corner in “Yoshimoto Show-Room”

\* Only “Yoshimoto Haneteru Talk Shu” is distributed in “Yoshimoto Show-Room”



-PC

GIGA Networks NFRM homepage <http://www.giga.co.jp/melody/NFRM/index.html>

- Content:

“Senjo-no Girls' Life (Girls on the ballet field)” (20 episodes) Desperado, Inc.

The lives of four girls living together in a two-bedroom-flat get out of order as if it were a battlefield.

“Uranai-shi Tenjin (Fortune teller, Tenjin)” (10 episodes) Desperado, Inc. .

Tenjin the Fortune-Teller Series, Katagiri of “Ramens” tries action. Haruna Yabuki cosplays every episode. Other celebs appear as well!..

“Turban Noguchi” MVP, Inc.

Noguchi Hideyo, a renowned doctor, is printed on a ¥1,000 bill with dignity, and hey presto, he turns into a guy in Turban!

“National Geographic Channel” News Broadcasting Japan Co., Ltd.

Documentaries about nature, wildlife, and technology on the earth.

“Yoshimoto Haneteru Talk Shu” Fandango, Inc. ...

Talk shows by Yoshimoto comedians such as Morisanty and Regular.

## ■ Subscription Price

Chakushin-Melody GIGA: ¥105, ¥210, ¥315, ¥525 / month (tax inclusive)

Yoshimoto Show-Room: ¥315 / month (tax inclusive)

Pay-per-view, ¥157-¥525 only available to the monthly charged subscribers

\*Nonsubscriber also can enjoy “Senjo-no Girls’ Life (Girls on the battle field)” episode 1-3 and “Uranai-shi Tenjin (Fortune teller, Tenjin)” episode 1-3 for free.

## ■ Environment

Corresponding mobile phone models:

For long content ... i-mode, FOMA, 904i series (FeliCa mounted handsets)

For short content are available to viewing on the all Felica mounted handsets. (exclude F900iC)

PC Environment:

Japanese-language version of Windows XP(SP2) or Japanese-language version of Windows Vista, Windows Media Player 10 or Windows Media Player 11, FeliCa installed or PaSoRi connected PC(FeliCa Port Software required), and connected to broadband \*More than 3M bps rotation speed will be expected to play the video in good condition.

## **About NFRM service**

This is a new content distribution service that ties mobile phones to PCs and uses the rights authentication technology Near Field Rights Management<sup>®</sup> (NFRM), which was developed by Faith. The first verification test was conducted from March to June this year in cooperation with Intel Corporation and Yoshimoto Kogyo. Co., Ltd., and the second test is in preparation. Currently a NFRM-related patent has been submitted.

For more information, visit <http://www.nfrm.jp/>

## **About Faith, Inc.**

Faith (Head Office: Nakagyo-ku, Kyoto, Japan, CEO/President: Hajime Hirasawa) is the pioneer of the ringtone business for the mobile phones. Originally, the concept of ringtone distribution started from this company. It commercialized the idea, and expanded the business not only within Japan, but also into the 21 countries throughout the world, including North America, Europe, the Asia-Pacific region, and South America. Moreover, the company provides the wide-ranging services such as on-line game and music distribution, and issuance of the electric money to settle e-commerce shopping. In future, Faith aims to provide the higher added-value service through the creation of “a new scheme for the distribution of the digital content” in the global scale in various environments such as mobile phones and PCs.

For more information, visit <http://www.faith.co.jp/>

## **About GIGA Networks, Inc.**

In addition to providing ringtone distribution services for mobile phones, GIGA Networks undertakes planning, development, and distribution of entertainment content such as films, music, and concert information. “Chakushin Melody GIGA”, which started in September 1999 as an i-mode site providing ringtone services, currently boasts a paid-membership of about 3 million subscribers. By making use of the users reach, GIGA Networks expands and promotes high value-added services for future generation.

For more information, visit <http://www.giga.co.jp/>

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