



## press release

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### **Faith's NFRM Rights Authenticaion Using Mobile is to be Available to Sharp's Internet AQUOS**

-Demonstration of NFRM service utilizing infrared communication to be held using moble phone and "Internet AQUOS"-



Tokyo-2 October, 2007---Faith, Inc. (Faith) has allowed infrared-based technology to utilize Near Field Rights Management® (NFRMTM,), the company's authentication technology and have the NFRM service\*1 available to "Internet AQUOS\*2", a PC-TV of Sharp Corporation (Sharp.) NFRM commercial service using Felica\*3 which is mounted on "Osaifu-Keitai"has already started. The realization of adapting infrared radiation which is generally used with remoto control to the NFRM drastically increases the varieties of digital equipments and mobiles, and spectaturaly improves the environment for the usageof NFRM service.

Faith will be holding a joint demonstration of the infrared technology with Sharp at Sharp's booth\*4 using mobile phone and "Internet AQUOS."Visitors are invited to see a series of action that is just by controlling mobile as same as using TV's remote control, purchased contents such as movies through mobile are shown on the internet AQUOS in high image quality.



<Connecting Mobile Phone and "Internet AQUOS">

Faith's new technology has created new possibility for home appliances and other equipments to utilize NFRM corresponding video viewing service by taking infrared communication which is commonly used as remote control for various home appliances such as TVs, VCRs, and DVD players into account. Taking the infrared technology as growth opportunity, Faith will focus on, firstly, accelerating the construction of NFRM infrastructure on various platforms such as mobile phones, PCs, and home appliances, and secondly, creating new video distribution market which has no limitation in terms of user environment such as communication method and display equipment.

## **\*1 About NFRM service**

It is a new content distribution service that connects mobile phones to PCs by using the rights authentication technology Near Field Rights Management® (NFRM) developed by Faith. Contents purchased the rights through mobile can be seen not only on the screen of mobile but also on digital appliance just by placing the mobile over it. After the successful demonstration test which was conducted from March to June, 2007 in cooperation with Intel Corporation and Yoshimoto Kogyo. Co., Ltd, followed the launch of a commercial service in June by GIGA Networks, a group company of Faith. Furthermore, Sony adopted "NFRM PC Viewer" to be preinstalled on the 2007 autumn model of VAIO. Faith is working steadily on the construction of NFRM environment for its diffusion. Currently an application for NFRM-related patent is in process.

## **\*2 About "Internet AQUOS"**

For more information, visit: <http://www.sharp.co.jp/i-aquos/> (Japanese)

## **\*3 About FeliCa:**

FeliCa is a non-contact IC card technology system with in-built memory and wireless communication chips. The card can be cast over a reader for handling data such as settlement of payment transactions. It has a security mechanism that makes it difficult to forge or reconstruct, and is the world's first ISO/IEC15408EAL-certified non-contact card. Since FeliCa enables one card to handle multiple types of data, it can create a card for performing various functions such as electronic money, pre-paid card for public transportation, employee ID card, student ID card, entry/exit pass, etc. These data are managed independently within the FeliCa chip, being possible to set individual access rights, and enabling safe interoperation among a variety of services.

## **\*4 About Sharp's booth at CEATEC JAPAN 2007**

Duration: Tuesday 2 October - Saturday 6 October, 2007

Venue: Makuhari Messe

Booth Number: No. 9A78 in Hall 9,

Home & Personal Zone of the Digital Network Stage

For more information, visit: <http://www.ceatec.com/2007/en/visitor/>

## **About Faith, Inc.**

(stock code, 4295; 1st section of TSE)

Faith is a 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-inc.com/>

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